



POWER BEAUTY
SINCE 1902

HR WELCOME COURSE

1ST SEMESTER 2012

Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Time :20'



9h00

Comments

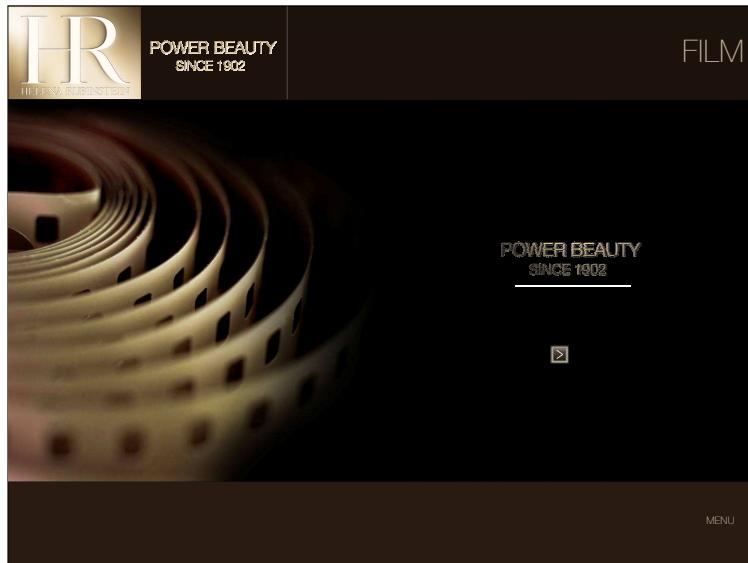
INTRODUCTION:

Welcome to Helena Rubinstein.

We invite you to take part in a training day in keeping with the spirit of the brand: "POWER BEAUTY, since 1902".

Helena Rubinstein, the reference brand for anti-ageing, combines cutting edge scientific and esthetic know-how to serve the beauty of the most demanding women.

Before discovering the high points of the day, let's enter the universe of the HR brand... *(play the brand film)*.



Trainer's guide

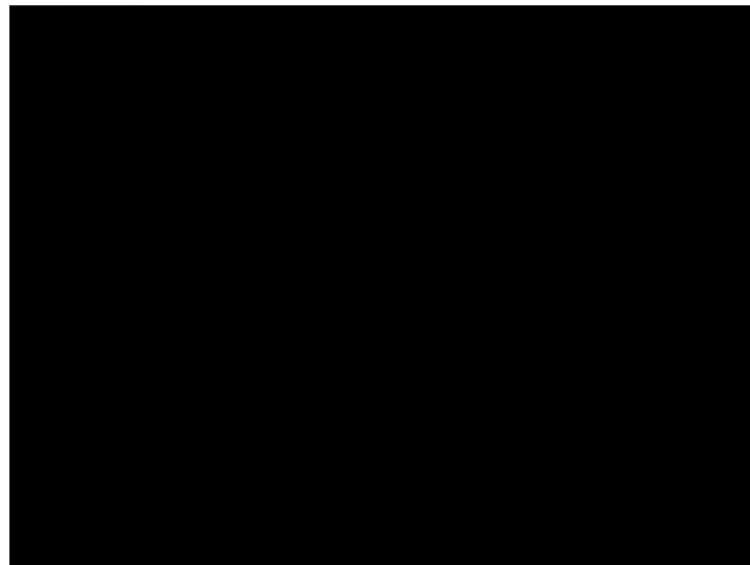
Sequence 0 : introduction

Tool: brand film

Objective : present the program & create the link

Comments

Click on the active zone to start the HR brand film.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Comments

After the movie, the trainer invites participants to give the key words of the film. The trainer writes the key words on the paper board.

Here is the feed back of the film:

- **A brand created in 1902 by a pioneer and a visionary woman.**

"The energy of a contemporary cosmetic brand that beats time with unprecedented innovations and alternatives to cosmetic medicine.

"I have spent each minute of my existence defending my ideal: building a fortress against time," said Helena Rubinstein, noting that, "it is not frivolous to want to stay young and to aspire to perfection."

- **Highly concentrated products, powerful active ingredients, products challenging the efficacy of aesthetic medicine.**

Under the impetus of the genius of its founder, who spent her life seeking out beauty, the brand -still today- is favored by the most demanding contemporary women. Curious, open, inventive, audacious, **the brand joins forces with top scientific talents to create highly-concentrated products with powerful active ingredients, that approach the boundaries of aesthetic medicine.**

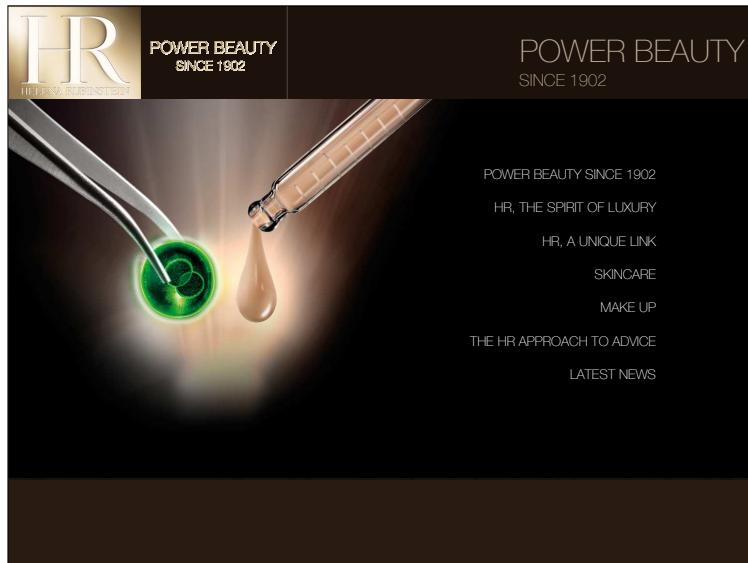
- **Sumptuous textures**

This feminine, committed and demanding brand sets itself the same standards for developing luxurious textures that are comfortable and offer unique sensory pleasure.

For Helena Rubinstein, nothing is impossible.

- **Power Beauty**

More avant-garde than ever, it perpetuates a fascinating cosmetic adventure infused with the POWER BEAUTY motto. With no concessions.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

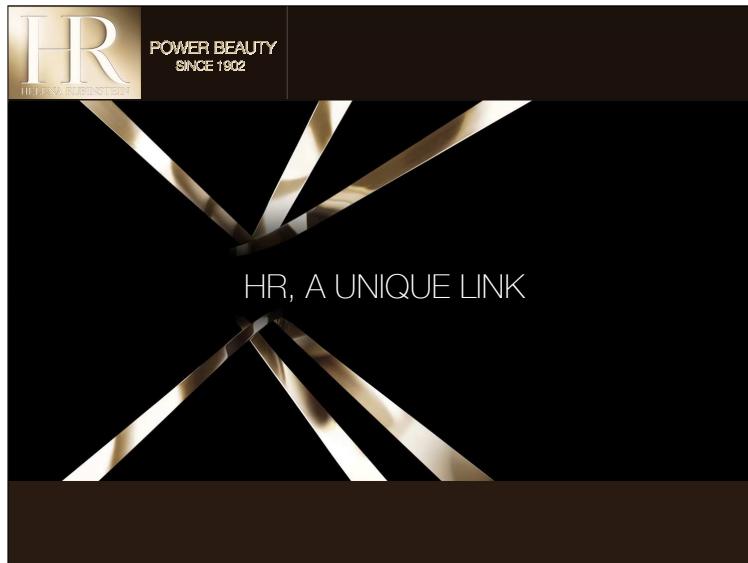
Objective : present the program & create the link

Comments

Throughout this day we are going to be talking about Beauty, and more precisely the link woven, over many years, between Helena Rubinstein, beauty and her customers.

The aim of this day is to allow you to (re)discover Helena Rubinstein, but also to give you a unique beauty experience!

First of all, let me explain today's program.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Comments

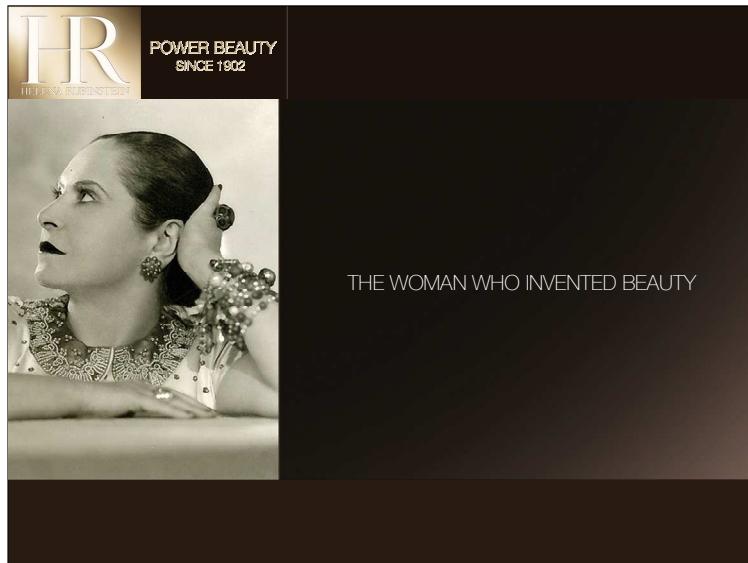
Before we start, I would like you to pair up and get to know your neighbor, using these pointers:

Write on the paperboard :

- Name, surname
- Professional training
- Store
- Favorite HR product (cream, eye contour, eyeshadow, lipstick, foundation...)
- What Helena Rubinstein evokes for you in one word
- You would be happy at the end of the training if...

Then you will introduce each other to the group...

Introduce yourself (HR facilitator) then hand over to the participants.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow

Time: 10'



9h20

Comments

Launch the sequence on the history of Helena Rubinstein



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

"What do you already know about Helena Rubinstein?"

Note their answers.

Correct and complete with the help of the following slides:



POWER BEAUTY
SINCE 1902

A PIONEERING AND
VISIONARY WOMAN, A SCIENTIST
AND ESTHETE



MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

Why "pioneering and visionary"?

Note their answers.

Summarize and complete:

An audacious, **avant-garde** woman, who had the courage and strength of character to leave Poland for Australia, with a beauty cream made by a chemist friend in her suitcase.

Visionary, this woman "invented beauty", cosmetics products and the first international cosmetics company. She was close to the artists and scientists of her time, and understood how to create products, then present and communicate on them.

A woman **ahead of her time**:

Innovative and avant-garde, she was the first to carry out rigorous scientific tests (work with Marie Curie). She also thought that "not every type of skin can be treated in the same way" (treatments targeted by skin type) and she said that "moisturizer is the essential skin care product" (milk used as a light emulsion). She was the first to open a beauty institute (Colette agreed to be nude for the first massages),

She realized early that there was a link between nutrition and beauty. Its avant-garde has also resulted in her creations: waterproof mascara and automatic mascara.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

Ask the group:

What does this quote mean to you?

Note their answers.

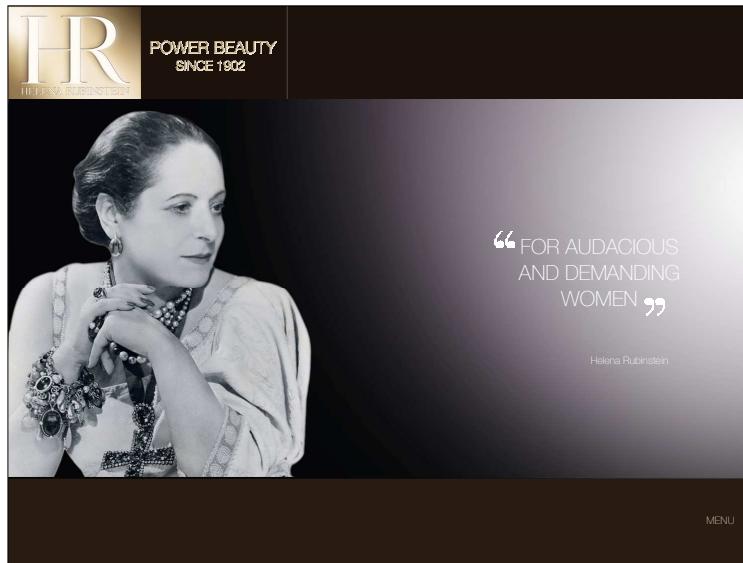
Summarize and complete:

Helena Rubinstein devoted her life to this quest, the search for beauty. Always curious, she travelled the world to meet the most prestigious dermatologists, biologists, dieticians...

She spent hours in her laboratories, but then left her white coat behind to transform into an elegant woman, clad in sumptuous jewelry, a flamboyant esthete at the very heart of the international arts world, whom Cocteau named the "empress of beauty".

Above all, Helena Rubinstein had a gift for making women beautiful, and she spent her life doing so.

Obsessed with time passing by and the appearance of ageing signs she knew how to offer to the most demanding women, avant-garde anti-ageing skincare.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : slideshow, paperboard

Objective : Present Helena Rubinstein

Comments

An audacious woman: intuition, decisions, energy. She sold her business to the Lehman Brothers in 1928 and bought it back a year later, during the 1929 crash. The profits she made turned her into the richest woman in the US.

Demanding and determined, passionate about science, art and philosophy, Helena Rubinstein positioned her brand at the frontier of cosmetology from the very beginning.

The brand experienced incredible growth under its creator's guidance, and her inspirational strength and energy continue to nourish the brand to this very day.

Helena Rubinstein created a truly groundbreaking brand with a real perspective on the world.

More about Helena Rubinstein's life:

- *Helena Rubinstein*, Madeleine Leveau-Fernandez (Flammarion)
- *Mémoire de la beauté Helena Rubinstein* (Helena Rubinstein beauty memoirs), Catherine Jazdewski (Assouline)
- *Over the top*, Suzanne Slesin (Beauty Art Fashion Design)
- *Pour la Beauté* (For Beauty), Helena Rubinstein (Les éditions de France 1939 – old book)
- *Je suis esthéticienne* (I am a beautician), Helena Rubinstein, collection "Mon métier" ("My Profession" collection) (Conquistador, 1957 – old book)
- *Ma vie et mes secrets de beauté* (My life and my beauty secrets), Helena Rubinstein (rare book) Hannah, Paul-Loup Sulitzer (Stock)



POWER BEAUTY
SINCE 1902

IF YOU WERE
HELENA RUBINSTEIN

MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Time : 10'

Comments

Quiz



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
3. My ideal: to build a true fortress against time

MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Carry out a group quiz

If you were HR, what would you say about time?



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
3. My ideal: to build a true fortress against time

MENU

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein

Comments

Answer 3 – My ideal: to build a true fortress against time



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
3. My ideal: to build a true fortress against time

WHAT WOULD YOU SAY ABOUT WOMEN?

1. All women are different
2. Women are neither beautiful nor ugly
3. There are no ugly women, only lazy ones

MENU

Comments

Carry out a group quiz

If you were HR, what would you say about women?

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

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WHAT WOULD YOU SAY ABOUT WOMEN?

1. All women are different
2. Women are neither beautiful nor ugly
3. There are no ugly women, only lazy ones

MENU

Comments

Answer 3 – There are no ugly women, only lazy ones

For Helena Rubinstein, all women hold the key to their own beauty, because all women are beautiful. There are no ugly women, just women who don't know their assets, their charm, their own intimate, unique beauty.

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
3. **My ideal: to build a true fortress against time**

WHAT WOULD YOU SAY ABOUT WOMEN?

1. All women are different
2. Women are neither beautiful nor ugly
3. **There are no ugly women, only lazy ones**

WHAT WOULD YOU SAY ABOUT BEAUTY?

1. Beauty cannot be standardized, it is as multi-faceted as life
2. Beauty is a quest for perfection
3. **Beauty is futile**

MENU

Comments

If you were HR, what would you say about beauty?

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein



POWER BEAUTY
SINCE 1902

IF YOU WERE HELENA RUBINSTEIN



WHAT WOULD YOU SAY ABOUT TIME?

1. Time is an assassin
2. I believe time is an ally
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WHAT WOULD YOU SAY ABOUT BEAUTY?

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2. Beauty is a quest for perfection
3. Beauty is futile

MENU

Comments

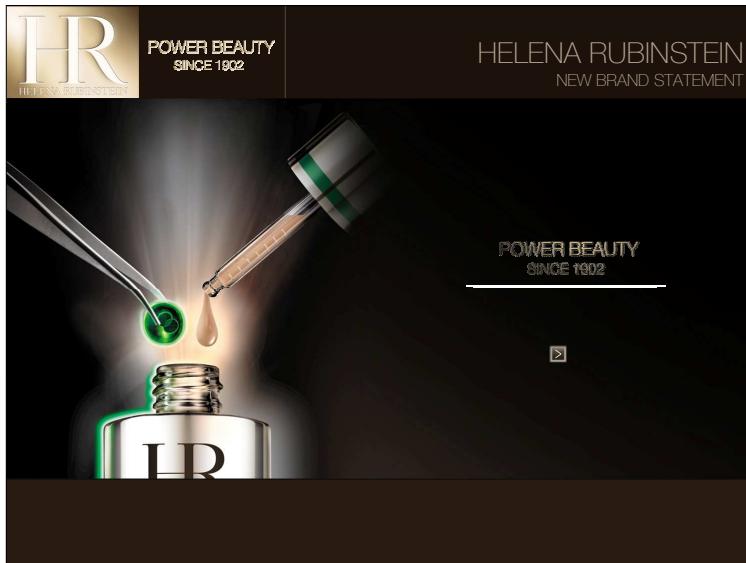
Answer 1 – Beauty cannot be standardized, it is a multi-faceted as life.

Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : Quiz slideshow

Objective : Present Helena Rubinstein



Trainer's guide

Sequence 1 : Power beauty since 1902

Transition into the Power beauty universe

Tool : slideshow

Objective :discover the new brand statement

Time: 10'

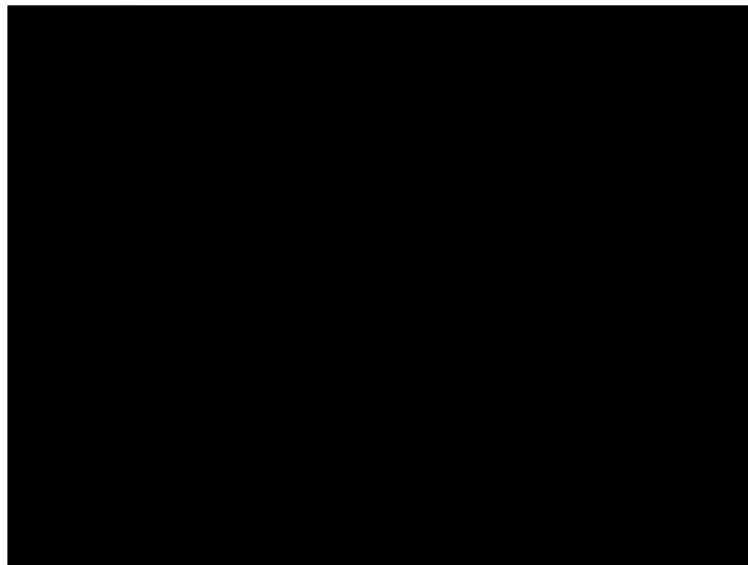
Comments

Helena Rubinstein has a new brand statement: POWER BEAUTY SINCE 1902

Since 1902, the Helena Rubinstein brand, an anti-ageing cosmetics expert, has been bringing together quest for beauty and passion for scientific excellence.

The following movie is the new brand movie. It represents Power Beauty. We will make then a point all together on this movie and on what Power Beauty means for you.

Click on the active zone to start the HR brand film.



Trainer's guide

Sequence 0 : introduction

Tool: slideshow & interaction

Objective : present the program & create the link

Comments





POWER BEAUTY
SINCE 1902

THE MOST
DEMANDING WOMEN

THE MOST
ACTIVE INGREDIENTS

THE HIGHEST
CONCENTRATIONS

THE MOST
SUMPTUOUS TEXTURES

RESULTS CHALLENGING THE
AESTHETIC MEDICINE EFFICACY

POWER BEAUTY SINCE 1902



Trainer's guide

Sequence 1 : Power beauty since 1902

Transition into the Power beauty universe

Tool : slideshow

Objective : discover the new brand statement

Comments

POWER BEAUTY SINCE 1902

110 years of anti-ageing skincare expertise enable Helena Rubinstein to offer to the most demanding women the most powerful active ingredients with the highest concentrations and the most sumptuous textures to obtain results challenging the aesthetic medicine efficacy..



POWER BEAUTY
SINCE 1902

PIONEERING BEAUTY
SINCE 1902...

MENU

Trainer's guide

Sequence 1 : Power beauty since 1902



10h00

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902

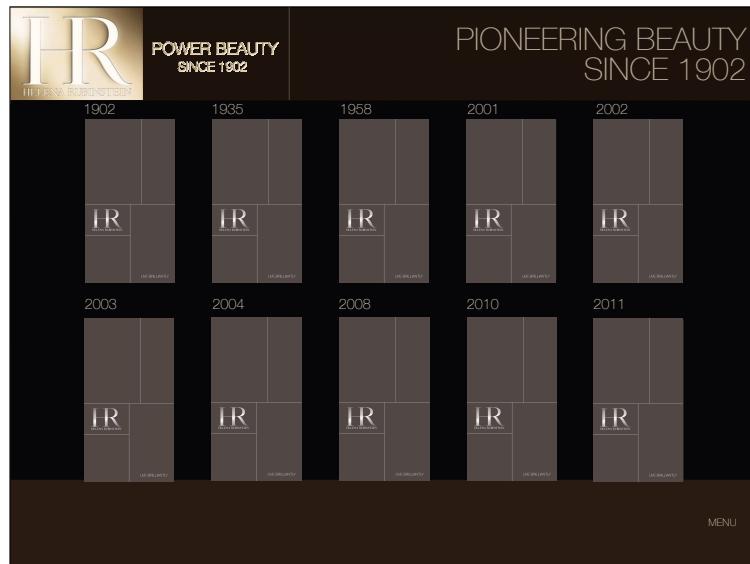
Time : 10'

Comments

Give each table a set of cards and tray.

Allow them a few minutes to arrange into chronological order.

Correct by revealing the cards on the following slide.



Trainer's guide

Sequence 1 : Power beauty since 1902

Tool : set of cards & chronology tray

Objective : discover the key HR dates since 1902'

Comments

Corrected

1902: invention of the 1st beauty institute

1935: invention of the 1st beauty parties

1939: invention of the 1st refillable automatic mascara

2001: Collagenist with pro-Xfill, the 1st no-injection, collagen effect facial skin care

2002: Prodigy, the 1st facial global anti-ageing concentrate

2003: Color Clone, the 1st foundation to clone skin's color

2004: the beginning of the Lash Queen saga

2008: unprecedented partnership with LA CLINIC-MONTREUX, Re-Plasty, the 1st instant anti-ageing cosmetic intervention

2010: Prodigy Powercell, the 1st youth grafter skin care with vegetal stem cells

2011: Age Recovery, the 1st night care highly concentrated in proxylane (30%) able to correct all age scars: wrinkles, cutaneous damages, imperfections



POWER BEAUTY
SINCE 1902

HR, THE SPIRIT OF LUXURY

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : transition into the HR luxury universe

Time : 20'

Comments

Now let's immerse ourselves in Luxury by HR ...



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Dating back to the brand's creation in 1902, the Helena Rubinstein commitment is still apparent in its present-day philosophy: POWER BEAUTY since 1902.

Today, Helena Rubinstein offers every woman a complete beauty universe, **made of high technology & efficacy, audacity and glamour**.

Helena Rubinstein always centred her advice on women's expectations to offer global skin care and make-up solutions.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow / interaction

Objective : understand the brand values and codes of luxury

Comments

Welcome to the HR Maison

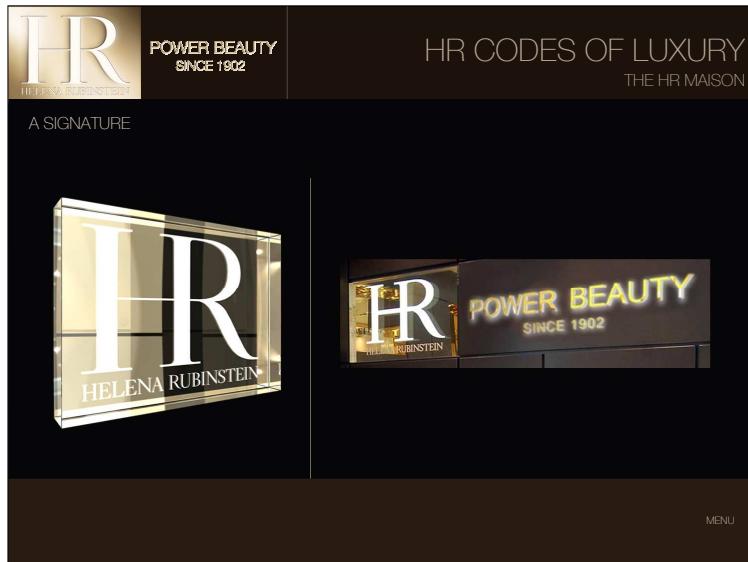
Ask the group:

"how do you think HR luxury is expressed at a point of sale?"

Ask participants to think about the elements in the point of sale that incarnate luxury.

The brand's strongest characteristic:

- taupe, white and gold colors...
- the brand signature
- accessories such as the mirror
- make-up and skin care bars
- orchids
- etc.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Institutional style also conveys the values of audacity, high-tech and glamour... through the signature, colors and materials but also accessories.

The layout of a HR space reuses these codes, creating a sublime and extremely luxurious space for customers... let's look together.

We'll start with the signature.



Trainer's guide

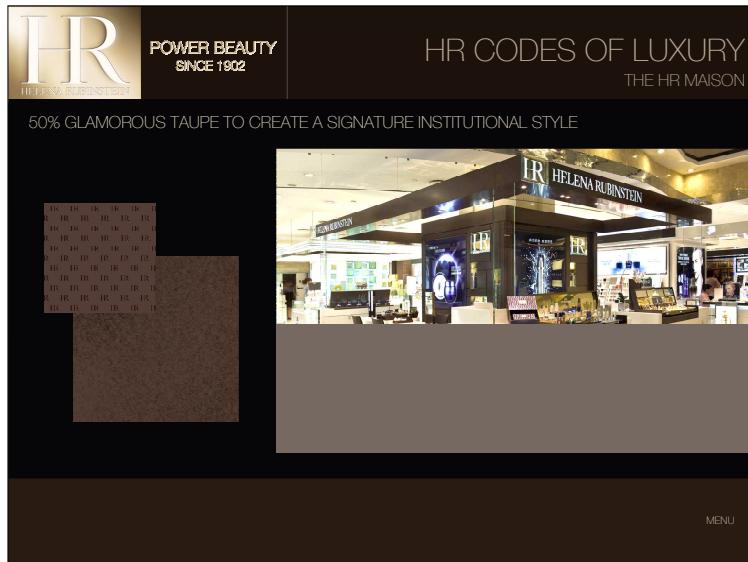
Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

Then the colors and the materials.



Trainer's guide

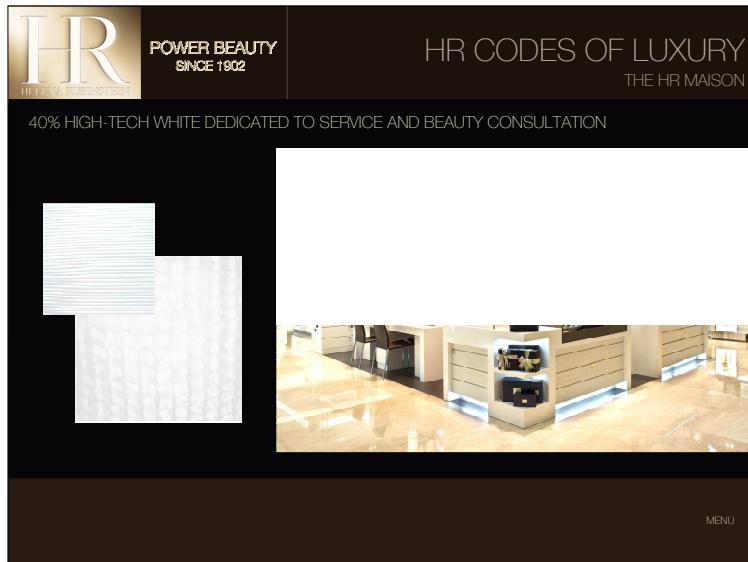
Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

As you can see, in the upper part of the space there is a very glamorous taupe!



Trainer's guide

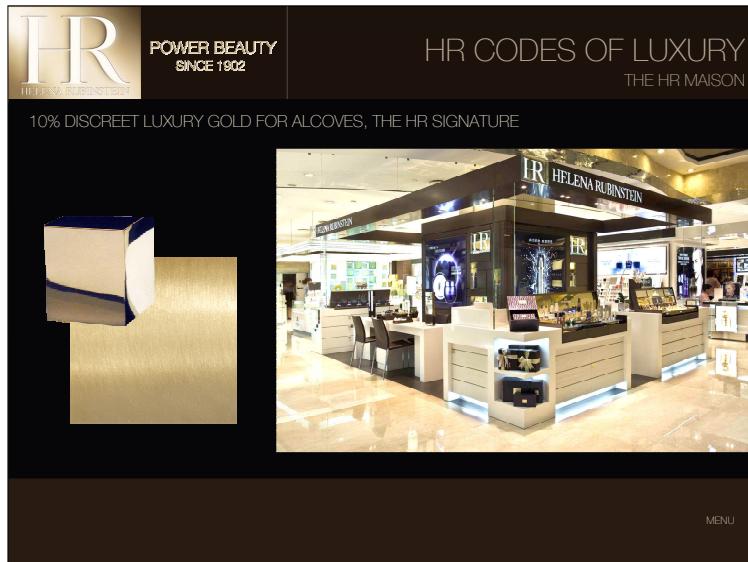
Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

In the lower part, a "high-tech" feel for the consultation area in which the customer is welcomed and advised.



Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : understand the brand values and codes of luxury

Comments

As you can see, touches of gold decorate the space: niches, signature, plaque...



POWER BEAUTY
SINCE 1902

HR AROUND THE WORLD

INTERNATIONAL SPECTRUM, KEY MARKETS SUCH AS ...



EUROPE
Italy
Spain
Germany
Benelux
Switzerland
Greece
Portugal
Russia

AMERICA
Mexico
Chile

ASIA
China
Hong Kong
Japan

MIDDLE EAST
Dubai

TRAVEL RETAIL
Asia
Europe

MENU

Comments

Helena Rubinstein is present around the world.

In Europe HR, the key markets for the brand are Italy, Spain, Germany, Benelux, Switzerland, Greece, Portugal, Russia ...

In Asia HR is strongly present in China, Hong Kong and Japan...

In America, key markets are Mexico and Chile.

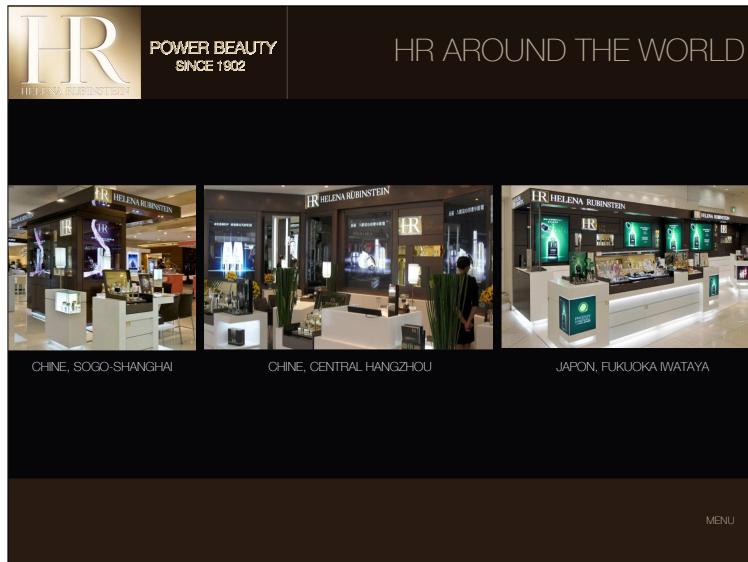
And when travelling by air, you can enjoy the presence of the brand in the Travel Retail outlets around Europe and Asia.

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow

Objective : discover the international dimension of the brand



Trainer's guide

Sequence 2 : HR, the spirit of luxury

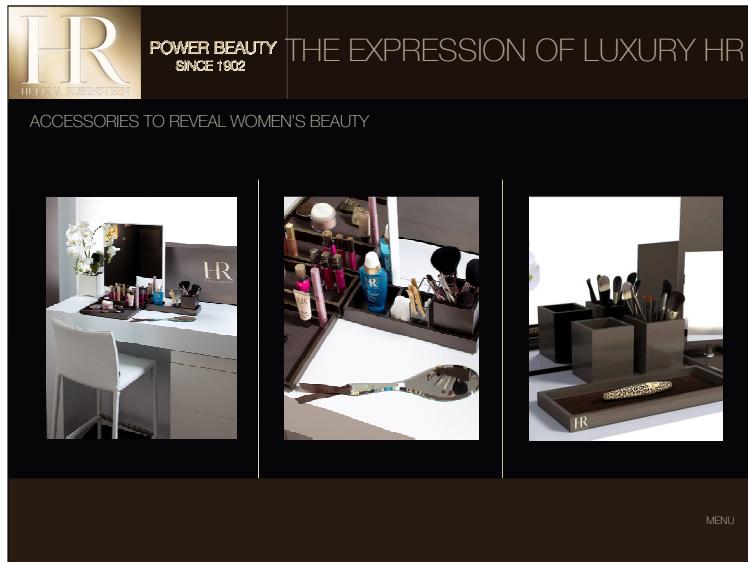
Tool : slideshow

Objective : discover the international dimension of the brand

Time : 15'

Comments

Helena Rubinstein around the world : let's discover some of our beautiful point of sales ...



Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & if available « beauty parties » accessories on tables

Objective : discover the unique HR service tools

Comments

The expression of luxury according to HR is also characterized by the unique service offered to women.

Key elements of the HR beauty revelation: the mirror, beauty accessories and trays, the beauty consultation space with attention to detail,...



Comments

The BA uniform is the expression of the brand, It's an unique link between the brand and the customer. You are supposed to represent the brand and its values.

HR grooming is a very important element.

Trainer's guide

Sequence 2 : HR, the spirit of luxury

Tool : slideshow



POWER BEAUTY
SINCE 1902

THE EXPRESSION OF HR LUXURY

PRODIGY, THE MOST PRODIGIOUS SKINCARE WHERE LUXURY AND SENSUALITY COMBINE WITH INNOVATION



The miracle of Bio-sap,
a true life elixir



A streamlined, rounded and
voluminous jar



An unforgettable impression of
substance and sensations

MENU

Trainer's guide

Sequence 2 : HR, the expression of luxury

Tool : slideshow & Prodigy Cream trial on hand

Objective : discover the most prodigious skincare Prodigy

Comments

Having discovered HR's expression of Luxury in points of sale, how do you think "Luxury is conveyed in HR products?"

PRODIGY: THE MOST PRODIGIOUS OF SKIN CARE, WHERE LUXURY AND SENSUALITY COMBINE WITH INNOVATION

The Prodigy Myth: at the cutting edge of anti-ageing cosmetics. HR laboratories, drawing inspiration from the natural miracle of vegetal sap, devoted 4 years of careful decoding and stringent selection to create an extraordinary formula. Its secret: Bio-sap, a true life elixir.

Luxury and Harmony: To possess Prodigy is to possess a sense of beauty and harmony. Pure, gentle lines create an evanescent sphere, like a drop of sap. Providing the initial contact with a voluptuous, luxurious skin care, the jar is rounded and heavy, both delicate and reassuring.

Substance and sensations: To love Prodigy is to be open to new sensations and experience all the contrasts of a texture that unveils its full personality as it is applied. A high-comfort miracle that gives the delicious sensation of instant and lasting efficacy.



BREAK 20'



POWER BEAUTY
SINCE 1902

HR, A UNIQUE LINK

Why Helena Rubinstein is an ally for
the most demanding beauty advisors

Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction



11h00

Objective: understand the unique advantage of advising HR

Time : 25'

Comments

Ask the question: "what do you think are the advantages of advising HR?"



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

The HR answer:

"HR is a brand for the most demanding women, who are searching for:

Women searching for cosmetic performance at the frontier of aesthetic medicine, but with none of its disadvantages.

Women who demand the highest performance and the most concentrated active ingredients.

Women who adopt exceptional textures for their "addictive" sensoriality.

Women who expect instantly visible results, measurable in the long-term.



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

Initiator of avant-garde anti-ageing cosmetics, pioneer in the creation of clinically-inspired skin care, Helena Rubinstein has today crossed a new threshold in the quest for excellent cosmetics by joining forces with LACLINIC-MONTREUX, resulting in an unprecedented alliance of anti-ageing expertise.

A first for a cosmetics brand!



POWER BEAUTY
SINCE 1902

THE HR BRAND EXPERIENCE

HR brings power beauty since 1902
to the most demanding women:
the highest concentration of star
ingredients for the best results before
aesthetic medicine



MENU

Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

Summarize the HR brand in one sentence: HR brings power beauty since 1902 to the most demanding women: the highest concentration of star ingredients for the best results before aesthetic medicine..



POWER BEAUTY
SINCE 1902

THE HR "MUST HAVE"

GUARANTEED SUCCESS

THE HR MUST HAVE PRODUCTS ARE
HIGHLY RATED BY OUR MOST LOYAL
CUSTOMERS AND BY THE WORLD
PRESS.

“ Your fail-safe recommendation ”

MENU

Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

Get the group to define "must have" and ask participants to identify them.
"What would you say is a Must Have?"

Ask them to write their ideas on the paperboard



Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR

Comments

MUST HAVEs for CHINA (please adapt if required)

If possible ask participants to find them in the room (merchandising display, stand)

Then show them on the screen.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...



Comments

MUST HAVEs for JAPAN (please adapt if required)

If possible ask participants to find them in the room (merchandising display, stand)

Then show them on the screen.

For guaranteed success, recommend these best-sellers first to women who are just discovering HR and let them work their magic...

Trainer's guide

Sequence 3 : HR, a unique link

Tool : slideshow & interaction

Objective: understand the unique advantage of advising HR



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time : 1H 35' (part 1)

Comments

Main fundamentals for skin care:

REPLICATE CUTTING-EDGE ESTHETIC MEDICINE PROCEDURES

Maximum-efficacy cosmetic interventions that replicate esthetic medicine procedures, created in exclusive partnership with plastic surgeons from LA CLINIC-MONTREUX and the most renowned dermatologists (we will talk more about this in a few minutes).

ABSOLUTE PRECISION IN THE SELECTION OF ACTIVE INGREDIENTS

Inspired by cutting-edge clinical procedures (Mesolift, Peels, Lifts...) HR Instant Cosmetic Intervention skin care incorporates reference anti-ageing active ingredients in extreme concentrations perfectly assimilated by skin.

Stemming from the prodigies of nature, HR global anti-ageing care is enriched with rare and precious natural active ingredients - native vegetal cells – in perfect symbiosis with all skin cells.

EXCEPTIONAL TEXTURES FOR AN "ADDICTIVE" SENSORIALITY

Exceptional textures that transform instantly to be in absolute affinity with skin and ensure optimal assimilation of anti-ageing active ingredients. True jewels loved by our most loyal customers, offering an addictively sensorial experience.

INSTANTLY MEASURABLE AND VISIBLE RESULTS

To validate the efficacy of our cosmetic interventions, we carry out clinical studies with major experts from reputed hospital centers, such as the CHU in Besançon, using the most high-tech analysis apparatus in skin ageing expertise. We can thus prove clinical results on skin quality.

HELENA RUBINSTEIN
THE 3 SCIENTIFIC TERRITORIES

POWER OF NATURE

COLLAGEN EXPERTISE

LA CLINIC AT HOME

PRODIGY

COLLAGENIST

RE-PLASTY

MOLECULAR BIO-SAP
VEGETAL STEM CELL

MICRO IMPLANTS
COLLAGEN INJECTIONS
LIFTING & V-SHAPING

MESOLIFT
PEELING
LASER
POST INTERVENTION CARE

HR

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : introduction to the 3 scientific territories

Comments

Today, HR takes inspiration from 3 scientific territories :

- **Power of nature**, power of vegetal cells: this territory concerns everything related to cellular regeneration and grafting techniques. It offers a global, long-term approach to anti-ageing, which can also be used preventatively
- **Collagen expertise**: in addition to tissue remodeling techniques. These techniques affect the collagen structure of tissues, acting by hydrating, strengthening or remodeling this structure.
- **Laclinic at Home**: more corrective and radical in nature. These territories encompass techniques such as mesotherapy, peels and laser interventions (partnership with LACLINIC-MONTREUX).



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

HR skincare:

Presentation of HR skincare: geography, order of presentation

- 1 – Global Anti-ageing Care: Prodigy Powercell, Prodigy and Life Pearl Cellular
- 2 – Anti-wrinkle Care: Hydra Collagenist and Collagenist with pro X-fill.
- 3 – Instant Cosmetic Interventions: Prodigy Re-Plasty range
- 4 – Anti-ageing whitening UV: AGEWHITE & PREMIUM UV



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine "youth grafter" skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A life concentrate for global anti-ageing power, simultaneously targeting the 5 essential mechanisms of skin ageing.

Life Pearl Cellular, the global anti-ageing skincare treatment for mature skin.

The cellular rebirth sumptuous skincare that compensates for the visible signs of hormonal deficiencies.

Compensated dryness, de-creased wrinkles, redefined contours, recreated luminosity

HR
HELENA RUBINSTEIN
POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

IN FRONT OF THE MIRROR

“ My skin lacks vitality and radiance, wrinkles start to appear. I am looking for a skin care that repairs and protects my skin on a daily basis. ”

PRODIGY POWERCELL
youth giver
NATIVE VEGETAL CELLS

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Invite your customer to look in the mirror and describe what she sees:

“My skin lacks vitality and radiance, wrinkles start to appear. I am looking for a skin care that repairs and protects my skin on a daily basis.”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

According to the customer's observations, the visible signs to be targeted are:

WRINKLES

LOSS OF TONICITY

LACK OF RADIANCE

DAILY MICRO-AGGRESSIONS

[Find out more](#)

Just like every living creature in nature, skin possesses a remarkable survival instinct, ready to auto-repair at any given moment by creating new cells.

But under the influence of repeated daily micro-aggressions (due to pollution, UV rays, smoke...), the cutaneous barrier's incredible regenerative abilities become exhausted, and skin needs added energy to boost its cellular "motor".



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

2010 innovation: Helena Rubinstein creates Prodigy Powercell youth grafter skin care, at the cutting edge of science, born out of research into tissue reconstruction at Helena Rubinstein Laboratories.

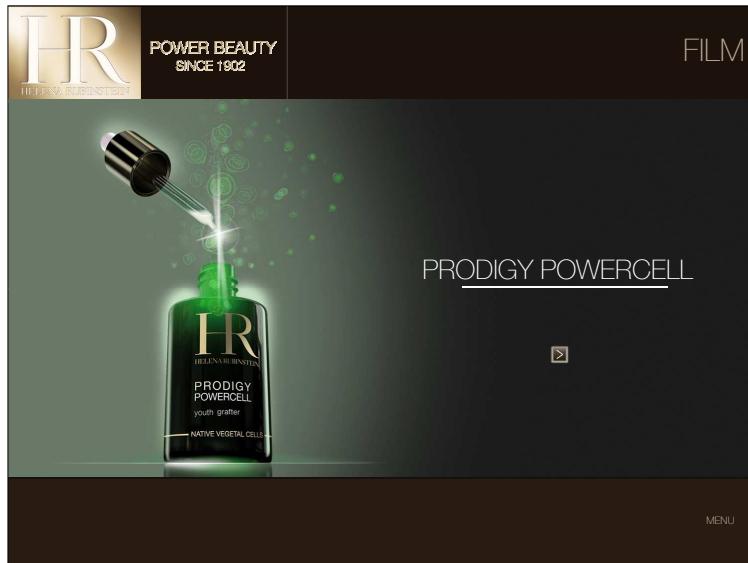
Its power relies on Helena Rubinstein Laboratories' outstanding expertise, at the frontier of the medical realm, assisted by the Lyon Skin Substitutes Laboratory* working in the field of skin reconstruction and healing.

Contained within this prodigious green bottle, all the power of Oceanic Crista vegetal stem cells to offer skin three outstandingly powerful actions:

- cellular regeneration
- tissular repair
- anti-free radical defense

*Find out more

The Lyon Skin Substitutes Laboratory, an affiliate of the French National Scientific Research Centre (CNRS), directed by Odile Damour, is the international reference in the field of in vitro dermal and epidermal reconstruction using skin grafts.



Comments

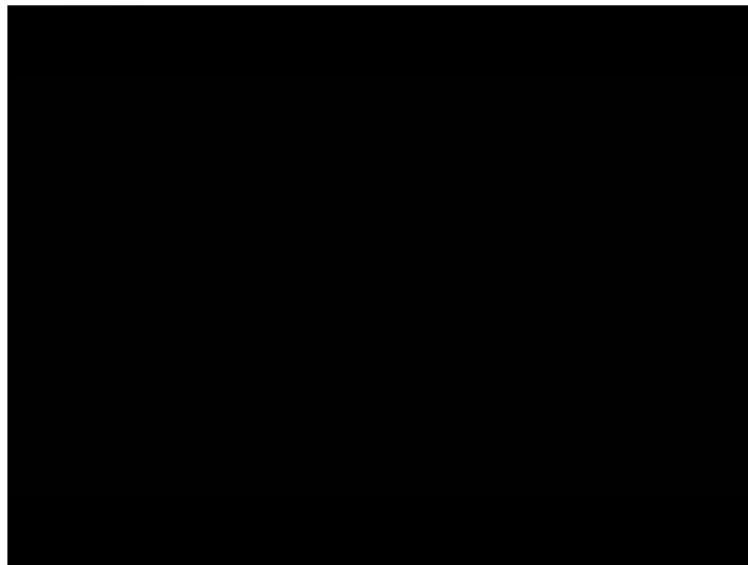
Click on the active zone to start the film.

Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Objective : discovery and product knowledge



Comments



Trainer's guide



Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista: a true miracle of nature

A powerful anti-oxidant plant with exceptional auto-regenerative faculties.

First appearing in the depths of the ocean, Oceanic Crista gradually migrated to land through the ages, eventually blooming on rocky coastlines. An onslaught of winds and tides forced the plant to develop incredible resistance capacities to survive and adapt to numerous environmental assaults: salt-laden soils, harsh spray, dryness...

Oceanic Crista has succeeded in developing its remarkable defense mechanisms by secreting a host of different molecules – trace elements, mineral salts, iodine, vitamins... which endow it with exceptional longevity.

Helena Rubinstein Laboratories have extracted its vital quintessence:

Vegetal stem cells, 100% active power



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Oceanic Crista vegetal stem cells are generated in vitro using biotechnology.

Thanks to this unique biotechnological process, Helena Rubinstein Laboratories now have access to stable and unlimited cell-lines of vegetal stem cells. Their metabolism is oriented towards the desired molecular qualities, producing a myriad of components with powerful stimulative and anti-oxidant properties.

These ultra-condensed molecular structures are much richer and more varied than the molecular varieties produced by the plant itself in its natural environment.

This precious vegetal stem cell concentrate acts on the three principal anti-ageing mechanisms:

1- Cellular regeneration

Endowed with energizing capacities, vegetal cells derived from Oceanic Crista promote cell proliferation, accelerate tissular repair and help to restore skin's barrier function*.

*in vitro study on reconstructed skin

2- Tissular repair

Rich in unique stimulative and dynamizing factors, Oceanic Crista native vegetal cells actively promote* epidermal tissular repair.

*in vitro study on reconstructed epidermis

3- Anti-free radical defense

This concentrate of Oceanic Crista vegetal stem cells is endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals. In vitro tests demonstrate that Oceanic Crista native vegetal cells protect DNA and cell membranes from oxidation*.

*in vitro test



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results and impressive benefits on the quality of skin tissues.

From 5 days, the visible signs of younger skin.

Smoothed skin, recreated radiance, reinforced tonicity

Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.

HR
HELEN RUSHTON
POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY POWERCELL

PROVEN RESULTS

Reconstructed skin with the fibroblasts of a 22 year old and without active ingredient (at 42 days)

Reconstructed skin with the fibroblasts of an over-50 year old, improved with Oceanic Crista vegetal stem cells (at 35 days)

Epidermis

Prodigy Powercell

PRODIGY POWERCELL youth elixir
+ NATIVE VEGETAL CELLS

MENU

This slide illustrates the 'Prodigy Powercell' product from HR Skincare. It features a green bottle of the product with a spray nozzle. A green beam of light is shown emanating from the nozzle, hitting a small cluster of green, circular cells. Below the bottle, two side-by-side images show cross-sections of skin. The left image, labeled 'Reconstructed skin with the fibroblasts of a 22 year old and without active ingredient (at 42 days)', shows a thin epidermis layer. The right image, labeled 'Reconstructed skin with the fibroblasts of an over-50 year old, improved with Oceanic Crista vegetal stem cells (at 35 days)', shows a significantly thicker epidermis layer. An arrow labeled 'Epidermis' points to the top layer of each image. The text 'GLOBAL ANTI-AGEING CARE' and 'PRODIGY POWERCELL' are at the top, and 'PROVEN RESULTS' is in the center. At the bottom, the product name 'Prodigy Powercell' is repeated, along with its description 'youth elixir + NATIVE VEGETAL CELLS'.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results, impressive improvement in cutaneous tissue quality.

At 35 days, under the influence of Oceanic Crista vegetal stem cells, we can see that the reconstructed skin epidermis (fibroblasts taken from the skin of an over-50 year old) is closer to young skin: it is almost the same thickness as reconstructed skin with the fibroblasts of a 22 year old skin.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE
Prodigy Powercell

Reduced wrinkles and fine lines:

A cutaneous relief study on crow's feet wrinkles showed results on the number and length of wrinkles after 8 days, increasing after 4 weeks*:

After one month, the total wrinkled surface of the crow's feet area is reduced by 39%*

**Cosmeto-clinical study with skin print analysis / 40 women*

A second dermatological study on between-the-brow wrinkles and lips using a photographic scale demonstrated:

- Frown line:

After 1 month: 73% of women show an improvement in the frown line at least one grade on the photographic scale*, with 40% improving by 2 grades.

**scoring by the dermatologist on 40 women*

- Upper lip wrinkles

After 1 month, 80% of women show an improvement in upper lip wrinkles of at least one grade* on the photographic scale*, with 34% improving by at least 2 grades.

**scoring by the dermatologist on 40 women*

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY POWERCELL

YOUTH GRAFTER THE LOTION

YOUTH GRAFTER

YOUTH GRAFTER NIGHT SERUM

ACTION

- Cellular regeneration - Tissular repair - Anti-free radical protection
- From 5 days, the visible signs of younger skin
- Smoothen skin - Reinforced tonicity - Reinforced radiance
- 24h continuous hydration

RESULTS

- Day after day, the visible signs of younger skin
- Smoothen skin - Reinforced tonicity - Reinforced radiance
- 24h continuous hydration

TECHNOLOGY

- Oceanic Crista vegetal stem cells: 100% active power
- Vitamin E
- Hydrating Complex
- Oceanic Crista vegetal stem cells: 100% active power
- Concentration of Oceanic Crista vegetal stem cells multiplied by 5 compared to serum
- High Proxylane concentration (10%)
- Nourishing texture

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell

Proven results and impressive benefits on the quality of skin tissues.

From 5 days, the visible signs of younger skin.

Smoothed skin, recreated radiance, reinforced tonicity

Wrinkles fade, skin once again glows from within, its tonicity improves, its anti-free radical defenses are strengthened, it is better hydrated.

Prodigy Powercell skin care ritual

Lotion: Youth Grafter the lotion

Serum: **MUST HAVE** Youth Grafter skincare

Night serum: Youth Grafter Night Shot the Night Serum

Cream: Youth Grafter the Cream

Eye care: Youth Grafter the Eye Care

Eye patch: Youth Grafter – The SOS Eye patch

NEW Youth Grafter Night Shot :

Concentration of Oceanic Crista vegetal stem cells multiplied by 5 compared to serum.

High Proxylane concentration (10%).

Nourishing texture.

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY POWERCELL

YOUTH GROWTH THE LOTION

YOUTH GROWTH NIGHT SHOT THE NIGHT SERUM

THE POWER OF OCEANIC CRISTA VEGETAL STEM CELLS

This rare oceanic plant, first appearing in the depths of the ocean, gradually migrated to land eventually blooming on rocky coastlines. Its incredible survival faculties have allowed it to develop extraordinary defense mechanisms giving it an exceptional resistance to time.

Powerful faculties of regeneration - Anti-ageing repair and defense - Free radicals protection

Vitamin E Hydrating Complex

Concentration of Oceanic Crista stem cells multiplied by 5 compared to serum
High Proxylane concentration (10%)
Nourishing texture

TECHNOLOGY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy powercell

THE POWER OF OCEANIC CRISTA VEGETAL STEM CELLS

This rare oceanic plant, first appearing in the depths of the ocean, gradually migrated to land eventually blooming on rocky coastlines. Its survival faculties have allowed it to develop exceptional defense mechanisms by secreting trace elements, mineral salts, iodine and vitamins, giving it an exceptional resistance to time. Oceanic Crista native vegetal cells promote cellular proliferation and accelerate tissue regeneration. These plant-derived cells are endowed with powerful anti-oxidant* effects to intensely protect skin cells from the harmful and ageing effects of free radicals.

*in vitro test

Prodigy Powercell The Lotion

Vegetal Stem cells

Vitamine E for a powerful anti-oxidant protection

Hydrating Complex, one of the most hydrating complex for an intense hydration of the skin (24H).

Prodigy Powercell Night Shot The night serum

Concentration of Oceanic Crista stem cells multiplied by 5 compared to serum

High Proxylane concentration (10%)

Nourishing texture

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

YOUTH GRAFTER THE CREAM
Cellular regeneration – Tissular repair – anti-free radical defense
Powerful anti-oxidizing action and anti-ageing defense of the skin

YOUTH GRAFTER THE EYE CARE
Cellular regeneration – Tissular repair – anti-free radical defense
Anti-ageing repair and anti-oxidizing protection of the sensitive area of the eye contour

YOUTH GRAFTER THE SOS EYE PATCH
Cellular regeneration – Tissular repair – Anti-free radical defense
Regenerating and soothing action

RESULTS
Reduced fine lines and visible signs of aging
Reduced dark circles
Reduced puffiness
Reduced redness
Reduced wrinkles

TECHNOLOGY
Oceanic Crista vegetal stem cells
Emilia extract
Vitamin E
LHA
Caffeine - Echin

YOUTH GRAFTER THE CREAM
Reduced fine lines and visible signs of aging
Reduced dark circles
Reduced puffiness
Reduced redness
Reduced wrinkles

YOUTH GRAFTER THE EYE CARE
Reduced fine lines and visible signs of aging
Reduced dark circles
Reduced puffiness
Reduced redness
Reduced wrinkles

YOUTH GRAFTER THE SOS EYE PATCH
Reduced fine lines and visible signs of aging
Reduced dark circles
Reduced puffiness
Reduced redness
Reduced wrinkles

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell skin care ritual

Lotion: Youth Grafter the lotion

Serum : **MUST HAVE** Youth Grafter skincare

Night serum: Youth Grafter Night Shot the Night Serum

Cream : Youth Grafter the Cream

Eye care : Youth Grafter the Eye Care

Eye patch: Youth Grafter – The SOS Eye patch

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

YOUTH SHAPER THE CREAM

YOUTH SHAPER THE EYE CARE

YOUTH SHAPER THE SOS PATCH

THE POWER OF OCEANIC CRISTA VEGETAL STEM CELLS

This rare oceanic plant, first appearing in the depths of the ocean, gradually migrated to land eventually blooming on rocky coastlines. Its incredible survival faculties have allowed it to develop extraordinary defense mechanisms giving it an exceptional resistance to time.

Powerful faculties of regeneration – Anti-ageing repair and defense – Free radicals protection

RESULTS

ACTION

Embla extract
Vitamin E
LHA

Embla extract
Vitamin E
Caffeine - Escin

Bio-cellulose
Dense network of fibres possessing regenerating and soothing properties

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy Powercell The cream

Vegetal stem cell

Embla extract and vitamin E: antioxidant power - protection against free radicals

LHA: increase skin renewal - smooth skin

Prodigy Powercell The eye care

Vegetal stem cells

Embla extract and vitamin E: antioxidant power - protection against free radicals

Caffeine and Escin (Indian chestnut extract) : draining and decongestant action – reduce puffiness

Prodigy Powercell Eye Urgency The SOS eye patch

Vegetal stem cells

Bio-cellulose : regenerating and soothing properties



POWER BEAUTY
SINCE 1802

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following six products:

Prodigy Powercell:

1. Youth Grafter the lotion
2. MUST HAVE Youth Grafter skincare
3. Youth Grafter Night Shot the Night Serum
4. Youth Grafter the cream
5. Youth Grafter the Eye Care
6. Youth Grafter the SOS Eye patch

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine “youth grafter” skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A life concentrate for global anti-ageing power, simultaneously targeting the 5 essential mechanisms of skin ageing.

Life Pearl Cellular, the global anti-ageing skincare treatment for mature skin.

The cellular rebirth sumptuous skincare that compensates for the visible signs of hormonal deficiencies.

Compensated dryness, de-creased wrinkles, redefined contours, recreated luminosity



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and pro

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

Invite your customer to look in the mirror and describe what she sees:

"My skin is dehydrated, my complexion is uneven, wrinkles and fine lines are appearing. I'm looking for a skin care that can work on every front."

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize the visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

According to the customer's observations, the visible signs to be targeted are:

OBVIOUS WRINKLES

LOSS OF TONICITY

UNEVEN COMPLEXION

LACK OF RADIANCE

DEHYDRATION

Find out more

Prodigy achieves a true scientific feat: infusing skin with the vital energy it needs to fight the effects of time.

1. Fight the reduction in lipid synthesis that leads to skin dryness
2. Prevent the slowing of cellular renewal involved in wrinkle formation
3. Slow the breakdown of collagen and elastin
4. Act against the poor regulation of melanin production that causes brown spots and pigment irregularities
5. Combat the slowing of cutaneous micro-circulation



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and pro

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

The feat: HR Laboratories have succeeded in formulating a true life concentrate, BIO-SAP, a selection of 15 of the highest-performance anti-ageing active ingredients at high concentrations, able to simultaneously combat all 5 mechanisms of ageing skin.



The image shows a digital product page for Helena Rubinstein's Global Anti-Ageing Care Prodigy line. At the top left is the HR logo with the text 'POWER BEAUTY SINCE 1902'. The main title 'GLOBAL ANTI-AGEING CARE' is at the top right. Below it, 'PRODIGY' is prominently displayed. To the left of the text is a large image of a silver jar of Prodigy cream. To the right is a smaller image of various Prodigy skincare products. The text 'TECHNOLOGICAL EXPERTISE' and 'ENCAPSULATED* BIO-SAP' is present, along with a description of the product's unique formulation. At the bottom right is a 'MENU' button.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

Technological expertise: **encapsulated Bio-Sap**

Bio-Sap is as if "encapsulated" in a double weave network to deliver all its efficacy as close as possible to the cells. Only this unique formulation system could integrate such a high number and rich variety of active ingredients.

Gatuline, pro-vitamin b5, royal jelly: cell renewal

Rice peptides and soy seed extract: collagen and elastin fiber protection

White grape and beech bud extracts, Vitamins Cg & E: pigment spots

Ruscus extracts, caffeine: microcirculation

Ceramide precursor, cholesterol: lipid synthesis



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

The active ingredients contained in encapsulated Bio-Sap

Gatuline, Pro-vitamin B5, Royal Jelly: cellular renewal

Rice peptides and soy seed extract: protection of collagen and elastin fibers

White grape and beech bud extract, Vitamins Cg & E: pigment spots

Ruscus extracts, caffeine: microcirculation

Ceramide precursors, cholesterol: Lipid synthesis



POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY

A PRODIGY OF SCIENCE, WHOSE EFFICACY HAS BEEN RECOGNISED BY DERMATOLOGISTS

Smoothness, reduced wrinkle surface
Improved skin extensibility
Reduced dark spot intensity
Improved radiance
Improved hydration

Wrinkles Extensibility Age spots Radiance Dryness

Wrinkles	Extensibility	Age spots	Radiance	Dryness
40%	30%	30%	30%	30%

MENU

The page displays the HR Skincare Global Anti-Ageing Care Prodigy product. It features a large image of the cream jar and a brush. Text highlights the product as a 'PRODIGY OF SCIENCE' recognized by dermatologists. It lists five results: Smoothness, reduced wrinkle surface; Improved skin extensibility; Reduced dark spot intensity; Improved radiance; and Improved hydration. Below this is a bar chart showing results for Wrinkles, Extensibility, Age spots, Radiance, and Dryness, with values ranging from 30% to 40%.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

5 results to tackle the 5 essential mechanisms of cutaneous ageing

Tests carried out on a panel of 41 women aged between 42 and 64.
Application of Prodigy Cream over 4 weeks.

Observations measured by dermatologists.

The image shows a digital interface for the HR Skincare Global Anti-Ageing Care Prodigy line. At the top left is the HR logo with the text 'POWER BEAUTY SINCE 1902'. To the right is the product name 'GLOBAL ANTI-AGEING CARE'. Below this, the 'PRODIGY' section is displayed, featuring three products: 'ANTI-AGING CLEANSER & MAKE-UP REMOVER', 'GLOBAL ANTI-AGING REPAIR SERUM', and 'GLOBAL ANTI-AGING CONCENTRATE'. Each product has a small image and a brief description. The 'ANTI-AGING CLEANSER & MAKE-UP REMOVER' is described as an 'Exceptional anti-aging cleansing ritual that delivers 5 fundamental benefits to skin'. The 'GLOBAL ANTI-AGING REPAIR SERUM' is described as 'Tissue regeneration and repair of skin damage'. The 'GLOBAL ANTI-AGING CONCENTRATE' is described as 'Simultaneously targets the 5 mechanisms of ageing skin'. The interface includes sections for 'ACTION', 'RESULTS', and 'TECHNOLOGY' for each product. At the bottom right is a 'MENU' button.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

Result: Incomparable anti-ageing power

Smoothness – Firmness – Radiance – Hydration – Even complexion

On application, skin is nourished and hydrated; the complexion appears more luminous. Day after day, skin's mechanisms are re-activated: regenerated, re-firmed and smoothed, it regains its vitality.

Tested by women*:

Smoothness 83% - Radiance 83% - Complexion evenness 81% - Firmness 79% - Hydration 86%

* Use test 132 women – 3 weeks

Prodigy skin care ritual

Anti-ageing cleanser and make-up remover

Serum: Global Anti-ageing Repair Serum

Day: **MUST HAVE** Global Anti-ageing Concentrate

Night: Night Tissular Global Anti-ageing Concentrate

Eyes: Global Anti-ageing Concentrate Eye Balm

Eye serum: Global Anti-ageing Eye Zone Serum



Trainer's guide

Sequence 4 : HR Skincare

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Comments

Anti-ageing cleanser & Anti-ageing make-up remover

PURIFYING BIO-SAP

Shea butter extract: protects

Skin renew: stimulates cell renewal

Aqua Softyl: neutralizes drying effects of hard water

Ceramide precursors: reinforce lipid barrier

Soy seed extracts and rice peptides: firmness and elasticity

MICELLAR OILS

Micro-droplets for optimum make-up removal power

Global anti-ageing repair serum

BIO-MATRICE™

Japanese cedar bud extract, Indian vigna seed extract: cellular reconstruction

“ENCAPSULATED” BIO-SAP

Global anti-ageing concentrate

“ENCAPSULATED” BIO-SAP

Ceramide, cholesterol, royal jelly: lipid synthesis

Gatuline, beech bud extract, pro-vitamin b5: cell renewal

Rice peptides, soy seed extracts: collagen and elastin fiber protection

Vitamins c & e, grape extract: brown spots

Ruscus, caffeine: blood micro-circulation

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY

GLOBAL ANTI-AGEING REPAIR SERUM

GLOBAL ANTI-AGEING CONCENTRATE

GLOBAL ANTI-AGEING EYE ZONE SERUM

RESULTS

ACTION

TECHNOLOGY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

GLOBAL ANTI-AGEING CARE

Prodigy

Result: Unrivaled anti-ageing power

Smoothness – Firmness – Radiance – Hydration – Even complexion

On application, skin is nourished and hydrated; the complexion appears more luminous. Day after day, skin's mechanisms are re-activated: regenerated, re-firmed and smoothed, it regains its vitality.

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Prodigy skin care ritual

Anti-ageing cleanser and make-up remover

Serum: Global Anti-ageing Repair Serum

Day: **MUST HAVE** Global Anti-ageing Concentrate

Night: Night Tissular Global Anti-ageing Concentrate

Eyes: Global Anti-ageing Concentrate Eye Balm

Eye serum: Global Anti-ageing Eye Zone Serum

POWER BEAUTY SINCE 1902

GLOBAL ANTI-AGEING CARE

PRODIGY

NOCTA-SAP™
Global anti-ageing night concentrate

“ENCAPSULATED” BIO-SAP™
Global anti-ageing eye care

EYE ZONE SERUM
Global anti-ageing eye care

TECHNOLOGY

Chron'Algae, Pro-Xylane™, Japanese cedar bud extract, Vigna seed extract, "Evening primrose" extract, Water-lily flower extract, Ruscus extract

Gatuline, pro-vitamin B5, green algae extract, Rice peptides, soy seed and brown algae extract, Beech bud, acacia honey, Ruscus extract, caffeine, black wheat wax, Ceramide and cholesterol precursor, Polyamide fibers

"Encapsulated" Bio-sap, Exclusive tensor-effect active ingredient, Argan extract

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Night Tissular

Global anti-ageing night concentrate

NOCTA-SAP™

Chron'Algae: re-activates cellular metabolism

Pro-Xylane™: combats loss of density

Japanese cedar bud extract, vigna seed extract: cellular reconstruction

Evening primrose extract: strengthens skin

Water-lily flower extract: strengthens natural defenses

Ruscus extract: blood micro-circulation

Global anti-ageing concentrate eye balm

“ENCAPSULATED” BIO-SAP, exclusively for the eye contour

Gatuline, pro-vitamin B5, green algae extract: cell renewal

Rice peptides, soy seed extract and brown algae extract: collagen and elastin fiber protection

Beech bud, acacia honey: excess melanin

Ruscus extracts, caffeine, black wheat wax: micro-circulation

Ceramide precursor, cholesterol: epidermal lipid synthesis

Polyamide fibers: instant radiance effect

Eye zone serum

Global anti-ageing eye care

“ENCAPSULATED” BIO-SAP

EXCLUSIVE TENSOR-EFFECT ACTIVE INGREDIENT

Argan extract: tensor-effect active ingredient for an instant lifting and smoothing effect



POWER BEAUTY
SINCE 1802

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following six products:

Prodigy:

1. Anti-ageing cleanser & anti-ageing make-up remover
2. Global anti-ageing repair serum
3. Global anti-ageing concentrate
4. Night tissular global anti-ageing night concentrate
5. Global anti-ageing concentrate eye balm
6. Eye zone serum
7. Global anti-ageing eye care

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Prodigies of cellular and tissue research, Prodigy skin care products are true life concentrates, allowing the global treatment of major signs of skin ageing.

Prodigy Powercell

Genuine “youth grafter” skin care that auto-repairs skin in record time, Prodigy Powercell is the ideal skin care for all women looking for daily repair and protection.

Prodigy

A life concentrate for global anti-ageing power, simultaneously targeting the 5 essential mechanisms of skin ageing.

Life Pearl Cellular, the global anti-ageing skincare treatment for mature skin.

The cellular rebirth sumptuous skincare that compensates for the visible signs of hormonal deficiencies.

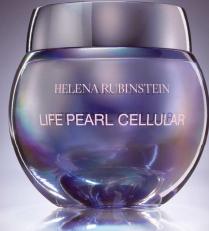
Compensated dryness, de-creased wrinkles, redefined contours, recreated luminosity



POWER BEAUTY
SINCE 1902

EXCEPTIONAL COMPLETE CARE

IN FRONT OF THE MIRROR



“ I see my skin becoming thinner, marked and sagging. It is less supple and lacking comfort. I am looking for an intense skincare to visibly rejuvenate my skin and regain suppleness, comfort and radiance. ”



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Invite your customer to look in the mirror and describe what she sees:

“ I see my skin becoming thinner, marked and sagging. It is less supple and lacking comfort. I am looking for an intense skincare to visibly rejuvenate my skin and regain suppleness, comfort and radiance. ”

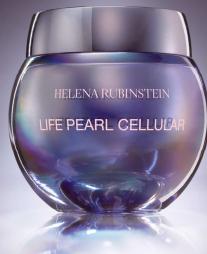
Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize the visible signs cf. next slide.



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EXCEPTIONAL COMPLETE CARE



TARGET

MATURE SKIN
VISIBLE SIGNS OF HORMONAL DEFICIENCIES
SAGGING
DEEP WRINKLES
EXTREME SKIN DRYNESS
LACK OF LUMINOSITY



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

According to the customer's observations, the visible signs to be targeted are:

MATURE SKIN

VISIBLE SIGNS OF HORMONAL DEFICIENCIES

SAGGING

DEEP WRINKLES

EXTREME SKIN DRYNESS

LACK OF LUMINOSITY

Find out more

Life Pearl Cellular is a complete skincare range specifically designed to compensate for the visible effects of aging linked to hormonal deficiencies. It offers skin intense cellular rebirth (Life Pearl technology) and rebalances its vital functions.



POWER BEAUTY
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EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR



HELENA RUBINSTEIN
LIFE PEARL CELLULAR

THE GLOBAL ANTI-AGEING SKINCARE FOR
MATURE SKIN

UNIQUE HIGHLY CONCENTRATED ACTIVE
INGREDIENTS WHICH COMPENSATE FOR THE
VISIBLE SIGNS OF HORMONAL DEFICIENCIES



MENU

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

The global anti-ageing skincare for mature skin with unique a concentrate of precious active ingredients to reinforce cells' internal structure and reinitialize cellular metabolism.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

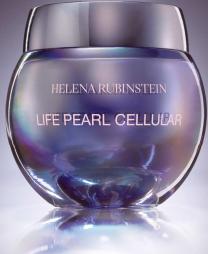
Objective : mastering HR skincare, geography and key sales messages



POWER BEAUTY
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EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR



HELENA RUBINSTEIN
LIFE PEARL CELLULAR

TECHNOLOGY EXPERTISE

- PHYTO-SUBSTITUTE™, a "cellular messenger" produced by jasmine, reactivates the production of lipids that are vital to skin nutrition and suppleness.
- CYTO-PEARL ELIXIR™ rebuilds the cell's internal structure deep-down and revives their metabolism leaving skin redensified and wrinkles intensely smoothed.



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Natural masterpiece and pearl of technology!

Like our skin, the pearl builds its very own beauty and radiance: a pure pearl nucleus grafted into the heart of the oyster relaunches reproductive cell activity, thus forming the many layers of pearl in the Royal Black Pearl.

By relaunching reproductive cell activity, the pearl nucleus acts like a true catalyst. It can create between 400 and 1 000 layers of pearl.

Mature skin expertise: reinforces the cells' cyto-structure or internal structure.

- CYTO-PEARL ELIXIR™ rebuilds the cell's internal structure deep-down and revives their metabolism leaving skin redensified and wrinkles intensely smoothed.
- PHYTO-SUBSTITUTE™, a "cellular messenger" produced by jasmine, reactivates the production of lipids that are vital to skin nutrition and suppleness.

Reminder

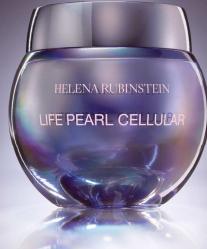
The cyto-structure = a network of filaments that make up the skin cells' inner skeleton



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EXCEPTIONAL COMPLETE CARE

LIFE PEARL CELLULAR



INTENSE REPAIR CARE FOR MATURE SKIN:

Skin compensated nutrition
Decreased wrinkles
Redefined contours
Recreated luminosity



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

The Cyto-pearl elixir, more concentrated!

Vital essence of Mamaku, from New-Zealand, occupies prime position in the Maori pharmacopeia tradition due to its regenerating virtues. Tested in the laboratory, this precious fern sap "reconstructs", fortifies and has a protective effect on the cytoskeleton.

Micronized pearl powder is notably used in bone graft surgery. (Tests in vitro)

The Phyto-substitute, a breakthrough cellular messenger

This groundbreaking complex acts long term on established cutaneous dryness. Exclusive in its role as a "cellular messenger" (with a chemical structure close to that of the hormones capable of sending signals to cells), jasmine extract has prosebogenic properties. It is in the same vein as gamma-orizanol (aka rice bran oil), also present in the Life Pearl Cellular formula. These two active ingredients of plant origin effectively stimulate sebum synthesis and thus rebalance the hydrolipidic film at the skin's surface. (In vitro tests)

CELLULAR LOTION	CELLULAR EMULSION	CELLULAR REBIRTH SUMPTUOUS CREAM	REBIRTH CARE FOR EYES AND LIPS
ACTION	Relaunches cellular renewal & stimulates the synthesis of GAG's for skin redensification; restores skin's lipid barrier.	Compensates for the visible signs of hormonal deficiencies to redermis the skin, smooth the wrinkles and recreate optimal lipid profile.	Counters the visible signs of hormonal deficiencies and fights against dryness, sagging, deep wrinkles and lack of luminosity.
RESULTS	SRM Rebirth Sumptuous Cream: Hydrates, perfectly softens and illuminates with radiance and comfort.	SRM Rebirth Sumptuous Cream: Hydrates, perfectly softens and illuminates with radiance and comfort.	SRM Rebirth Sumptuous Cream: Hydrates, perfectly softens and illuminates with radiance and comfort.
TECHNOLOGY	Phyto-Substitute™ Sweet chestnut extract Vital essence of Mamaku Lotus flower oil	Phyto-Substitute™ Sweet chestnut extract Lotus flower oil	Cyto-Pearl Elixir™ Phyto-Substitute™ Sweet chestnut extract Lotus flower oil

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Life Pearl Cellular

Result: compensated dryness, de-creased wrinkles, redefined contours, recreated luminosity

80 women with all skin types - using Life Pearl Cellular morning and evening over the course of 4 weeks:

Compensated skin dryness: 90%

More luminous complexion: 86%

More supple skin: 85%

More elastic, firmer skin: 80%

More uniform décolleté coloring: 71%

De-creased neck skin: 68%

Wrinkles reduced: 65%

Life Pearl Cellular skin care ritual

Cellular emulsion & Cellular lotion

Day: Cellular rebirth sumptuous cream

Eyes & Lips: Rebirth care for eyes and lips



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

Cyto-pearl elixir™: made of a precious plant sap from New Zealand and micronized pearl extract that reinforce the inner structure of the cells and reinitialize the cellular metabolism in mature skins for a smoother skin and sharper contours.

Phyto-substitute™: veritable cellular messenger found in jasmine that relaunches lipid synthesis to recreate an optimum lipid profile.

Longevity Shiitake: stimulates the production of collagen III and redensify the skin a for firmer, denser skin and a sharper lip contour.

Diakalytes: hollow hemispherical microparticles with an incredible regularity which optimizes the skin-light interactions and evens out the shadows and lights to visibly correct the skin surface's irregularities.

Sweet chestnut extract: obtained from the Castanea Sativa, one of the most majestic trees of longevity combined **Lotus flower oil** to favour the restoration of the skin's lipid barrier and help to prevent its drying out.

Vital essence of Mamaku: relaunches epidermal cellular renewal and stimulates the synthesis of glycosammoniglycans for skin redensification.



POWER BEAUTY
SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

GLOBAL ANTI-AGEING CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following three products:

Life Pearl Cellular:

1. Cellular lotion
2. Cellular emulsion
3. Cellular rebirth somptuous cream
4. Rebirth care for eyes and lips

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Lunch
13h00



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Time: 1H15' (part 2)

Comments

ANTI-WRINKLE CARE

Truly expert, these products offer precise solutions to correct wrinkles, loss of hydration and loss of firmness in the face and neck, eye contour and lips.

Hydra Collagenist

Range of anti-ageing deep hydration skincare for visibly younger skin. Durably mastered hydration.

Hydration at the heart of collagenic matrix.

Collagenist with pro-Xfill, Collagenist Refiner

Range of replumping anti-wrinkle skincare for a visible filling result. Collagen effect, no injection, no compromise.



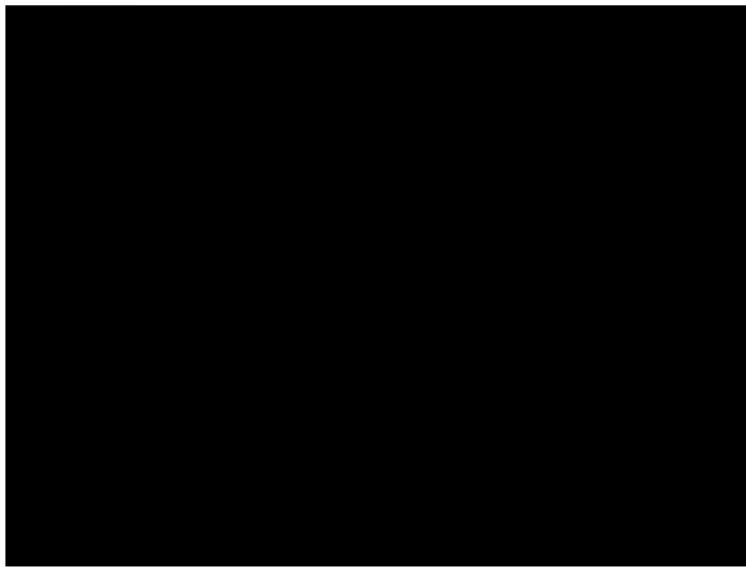
Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Comments

Click on the active zone to start the film.



Trainer's guide

Comments





HR
HELLENIC RESEARCH

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ANTI-WRINKLE CARE

IN FRONT OF THE MIRROR

“ With time, my skin is getting dehydrated and it seems to cause fine lines. More than just a moisturizer, I would like a skincare that deeply hydrates my skin and visibly preserves its youth. ”

HR Skincare products shown: Hydra Collagenist Day Emulsion, Hydra Collagenist Night Emulsion, and Hydra Collagenist Eye Cream.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Hydra Collagenist

Invite your customer to look in the mirror and describe what she sees:

“With time, my skin is getting dehydrated and it seems to cause fine lines. More than just a moisturizer, I would like a skincare that deeply hydrates my skin and visibly preserves its youth.”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize the visible signs cf. next slide.



HR
HELLENIC RESEARCH

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ANTI-WRINKLE CARE

TARGET

LOSS OF MOISTURE
DEHYDRATION WRINKLES
LESS SMOOTH SKIN AND REDUCED DENSITY

HR

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

According to the customer's observations, the visible signs to be targeted are:

LOSS OF MOISTURE

DEHYDRATION WRINKLES

LESS SMOOTH SKIN AND REDUCED DENSITY

Find out more

THE DERMIS: A RESERVOIR FOR WATER AND YOUNG-LOOKING SKIN

To preserve its youth, **skin needs to be hydrated from within**. The circulation and lymphatic systems bring water to the dermis. **A veritable reservoir for skin moisture**, the dermis contains 70% of the water present in skin and ensures its transfer to the epidermis so that it is held in the skin's outer layers to provide effective hydration.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Pioneers in collagen expertise for over ten years, Helena Rubinstein Laboratories have carried out research on the dermis and **the role of the collagenic matrix in hydration, which actively participates in water bonding** thanks to its structure molecules. Veritable water micro-captors, collagen structure molecules can **fix water deep within**.

ANTI-AGING HYDRATION BREAKTHROUGH: IMPLANT WATER AND YOUTH AT THE HEART OF THE SKIN

HYDRA COLLAGENIST technology provides an anti-aging hydration solution to two key skin levels: **the dermis***, to fix water within the collagenic matrix, and **the epidermis** to retain water at the skin's surface.

HYDRA COLLAGENIST is the first Helena Rubinstein anti-ageing hydrating skincare range to contain technology capable of increasing the number of water micro-captors* within the collagenic matrix to fix water right into the dermis, increase deep hydration and make skin look visibly younger.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

This efficacy comes from the cutting edge technology developed by HR laboratories: the **Derm-Hydrafix complex** which fixes water in the dermis and **collagen microspheres** which locks water in the epidermis.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE
Hydra Collagenist

DERM-HYDRAFIX COMPLEX:
DERMIS-LEVEL ACTION:

The collagenic matrix is made up of collagen fibers structured by proteoglycans which are able to bond water. This matrix is submerged in a gel of glucoaminoglycans (GAGs) which can fix up to 1,000 times their weight in water.

HYDRA COLLAGENIST's Derm-Hydrafix complex, formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

*In vitro

COLLAGEN MICROSPHERES:
EPIDERMIS-LEVEL ACTION:

Water regularly evaporates by migrating to the epidermis' outer layers. With age, this natural phenomenon accelerates and skin becomes dehydrated. To **retain water at surface level**, Helena Rubinstein Laboratories have integrated **collagen microspheres** in dehydrated form into their HYDRA COLLAGENIST technology. Veritable micro-sponges, these microspheres can reach up to nine times their initial size. **They are absorbed into the skin's outer layers and instantly capture the inter-cellular water available.**

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ANTI-WRINKLE CARE

HYDRA COLLAGENIST

DERM-HYDRAFIX COMPLEX
Doubly concentrated in collagen microspheres

DERM-HYDRAFIX COMPLEX
Collagen microspheres

DEEP HYDRATING ANTI-AGEING CREAM
Densifying Smoothing

DEEP HYDRATING ANTI-AGEING SERUM
Intense re-infusion

DEEP HYDRATING EYE-CARE
Anti-fatigue, anti-wrinkle, smoothing

DEEP HYDRATING MASK
Intense re-infusion

Comments

ANTI-WRINKLE CARE
Hydra Collagenist

Increase deep hydration for visibly younger skin.

Hydration is instantly and durably reactivated. Dehydration wrinkles are reduced. Skin is better hydrated, denser, smoother and visibly younger.

Hydra Collagenist skin care ritual:

Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Cream: Deep hydration anti-ageing cream, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Hydra Collagenist

Increase deep hydration for visibly younger skin.

Hydration is instantly and durably reactivated. Dehydration wrinkles are reduced. Skin is better hydrated, denser, smoother and visibly younger.

Hydra Collagenist skin care ritual:

Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Cream: Deep hydration anti-ageing cream, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Hydra Collagenist

Derm-Hydrafix complex: formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

Collagen microspheres : Veritable micro-sponges, these microspheres can reach up to nine times their initial size. They are absorbed into the skin's outer layers and instantly capture the inter-cellular water available.

*In vitro



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Hydra Collagenist

Increase deep hydration for visibly younger skin.

Hydration is instantly and durably reactivated. Dehydration wrinkles are reduced. Skin is better hydrated, denser, smoother and visibly younger.

Hydra Collagenist skin care ritual:

Intense serum: Deep hydration anti-ageing intensive serum, densifying, smoothing

Cream: Deep hydration anti-ageing cream, densifying, smoothing

Eye-care: Deep hydration anti-ageing eye-care, anti fatigue, smoothing

Mask: Deep hydration mask intense re-infusion Mask: Deep hydration



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Hydra Collagenist

Derm-Hydrafix complex: formulated by Helena Rubinstein Laboratories, stimulates collagen and GAG structure molecule synthesis* to reinforce the collagenic matrix and promote water bonding in the dermis.

It works deep within skin to provide deep hydration and denser skin.

Collagen microspheres : Veritable micro-sponges, these microspheres can reach up to nine times their initial size. They are absorbed into the skin's outer layers and instantly capture the inter-cellular water available.

*In vitro



POWER BEAUTY
SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-WRINKLE CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following four products:

Hydra Collagenist:

1. Deep hydration anti-ageing intensive serum densifying, smoothing
2. Deep hydration anti-ageing cream densifying, smoothing
3. Deep hydration anti-ageing eye-care anti-fatigue, smoothing
4. Deep hydration mask Intense re-infusion

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-WRINKLE CARE

Truly expert, these products offer precise solutions to correct wrinkles, loss of hydration and loss of firmness in the face and neck, eye contour and lips.

Hydra Collagenist

Range of anti-ageing deep hydration skincare for visibly younger skin. Durably mastered hydration.

Hydration at the heart of collagenic matrix.

Collagenist with pro-Xfill, Collagenist Refiner

Range of replumping anti-wrinkle skincare for a visible filling result. Collagen effect, no injection, no compromise.



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ANTI-WRINKLE CARE

IN FRONT OF THE MIRROR

“ My face is becoming more furrowed with age. My skin is less toned. I have noticed that my wrinkles and fine lines are more and more visible. I would like a skin care treatment to replump my skin. ”



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Collagenist with pro-Xfill

Invite your customer to look in the mirror and describe what she sees:

“ My face is becoming more furrowed with age. My skin is less toned. I have noticed that my wrinkles and fine lines are more and more visible. I would like a skin care treatment to replump my skin. ”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize the visible signs cf. next slide.



POWER BEAUTY
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ANTI-WRINKLE CARE

TARGET

VISIBLE WRINKLES
FURROWED FACE
LOSS OF VOLUME AND FIRMNESS



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

According to the customer's observations, the visible signs to be targeted are:

VISIBLE WRINKLES
FURROWED FACE
LOSS OF VOLUME & FIRMNESS

Find out more

A main cause of the appearance of wrinkles and loss of firmness: **collagens reduce with age**.

With age, skin loses its density and resilience. Collagen, a major component of the skin's support cushion, deteriorates. Little by little the skin no longer recovers its "shape memory" and wrinkles set in. Collagens are fibrous proteins which make up the majority of the dermis' structure (around 70% of the dry weight of human skin).

The main collagens responsible for the firmness and resistance of cutaneous tissues are:

Collagens I and III contribute to the formation of all the dermis' collagen fibrils. They are present in almost every connective tissue.

Collagen IV makes up the dermal-epidermal junction.

Collagen V is located in connective tissues and combines with collagens I and III.

Collagen VII makes up the anchoring filaments.

Did you know?

Every 10 years, the skin loses on average 3% of its elasticity and the dermis becomes 6% thinner.

HR
HELLEN RUBINSTEIN

POWER BEAUTY
SINCE 1902

ANTI-WRINKLE CARE

COLLAGENIST
WITH PRO-XFILL

VISIBLE ANTI-WRINKLE RESULT
NO INJECTION, NO COMPROMISE

ACTION ON THE 5 COLLAGENS IN THE SKIN
SKIN PLUMPED WITH YOUTHFULNESS

COLLAGENIST EYE ZOOM
COLLAGENIST LIP ZOOM

MENU

Trainer's guide

Sequence 4 : HR Skincare

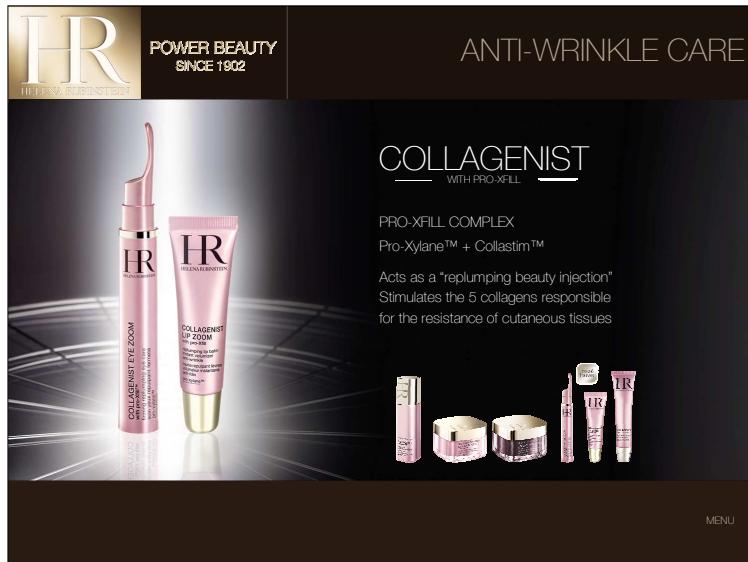
Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

Drawing on 7 years of pioneering expertise in collagens, HR Laboratories have created Collagenist with pro-Xfill. Like a “replumping injection” the products are formulated to increase skin’s production of the 5 collagens responsible for the cohesion and firmness of cutaneous tissues.



HR
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ANTI-WRINKLE CARE

COLLAGENIST
WITH PRO-XFILL

PRO-XFILL COMPLEX
Pro-Xylane™ + Collastim™

Acts as a "replumping beauty injection"
Stimulates the 5 collagens responsible
for the resistance of cutaneous tissues

MENU

The image shows a dark-themed skincare product display for HR. It features several HR skincare products, including a tall pink bottle of Collagenist Eye Zoom and a smaller pink tube of Collagenist Lip Zoom. The background is dark with light streaks, and the products are arranged on a reflective surface. Text on the right side of the display includes the brand name 'HR', 'POWER BEAUTY SINCE 1902', 'ANTI-WRINKLE CARE', 'COLLAGENIST WITH PRO-XFILL', 'PRO-XFILL COMPLEX Pro-Xylane™ + Collastim™', and a description of the product's action: 'Acts as a "replumping beauty injection" Stimulates the 5 collagens responsible for the resistance of cutaneous tissues'. A 'MENU' button is located at the bottom right of the display.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

This efficacy comes from the cutting edge technology developed by HR laboratories: the **pro-Xfill complex** which stimulates the 5 collagens responsible for the cohesion and resistance of cutaneous tissues.

The **pro-Xfill complex** combines Pro-Xylane™ + Collastim™ for head-on action as a replumping beauty injection and to stimulate the five collagens (I, III, IV, V et VII) responsible for the firmness and resistance of cutaneous tissues, in order to recreate a more toned and replumped skin support cushion.



POWER BEAUTY
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ANTI-WRINKLE CARE

COLLAGENIST

WITH PRO-XFILL

PRO-XYLANE™ & COLLAGEN ACTIVATORS
Trigger intense production of IV anchoring collagen and
VII collagen, particularly lacking under wrinkles

COLLASTIM™
Stimulates the synthesis of collagen support fibers
(I, III & V) and reorganizes them into a solid, regular network.



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE

Collagenist with pro-Xfill

The pro-Xfill complex combines:

1/ **Pro-xylane™**, a molecule at the cutting edge of anti-ageing research, synthesized from beechwood xylose extract, which has been hailed as the precursor to a new generation of anti-ageing products.

Action: relaunches the synthesis of anchoring collagens (collagen IV and collagen VII particularly lacking under wrinkles)

2/ **Collastim™**

Action: stimulates the synthesis of collagen support fibers (I, III and V) and reorganizes them into a solid, regular network.

3/ **Collagen micro-spheres** have been precisely dimensioned to infiltrate wrinkle furrows

Action: instantly replumps the wrinkle furrow.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

ANTI-WRINKLE CARE Collagenist with pro-Xfill

Visible anti-wrinkle result. No injection – no compromise.

Skin is as though replumped with youth. Skin appears elastic, firm and toned. Day after day, wrinkles and fine lines are smoothed and skin regains its plump resiliency.

Collagenist with pro-Xfill skin care ritual:

Serum: State-of-the-art anti-wrinkle essence, high dose pro-Xfill

Day: Replumping filling care

Night: Densifying fortifying night care, anti-wrinkle firmness

Eyes: Firming replumping eye care, anti-wrinkle anti-sunken effect **MUST HAVE**

Lips: Replumping lip balm, instant volumizer anti-wrinkle **MUST HAVE**

Pore refiner: matifying and pore refining effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

State-of-the-art anti-wrinkle essence

High dose pro-xfill

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLAGEN MICRO-SPHERES & HYALURONIC ACID MICROCAPSULES: plumped wrinkle furrows

Replumping filling care

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: instant smoothing

Densifying fortifying night care

Anti-wrinkle firmness

PRO-XFILL COMPLEX

Enriched with Pro-xylane™: activation of collagen, synthesis of anchoring collagens

MALT EXTRACT & VITAMIN E: protection of collagen reserves

BLUEBERRY EXTRACT: fights the ageing of collagen fibers

POWER BEAUTY SINCE 1802

ANTI-WRINKLE CARE

COLLAGENIST WITH PRO-XFILL

ANTI-WRINKLE CARE EYE ANTI-WRINKLE ANTI-SUNKEN EFFECT

Relaunches the synthesis of anchoring collagen and reorganizes collagen fibers around the eyes

REPLUMPING LIP BALM INSTANT VOLUMIZER ANTI-WRINKLE

Rebuilds a resilient, plumped skin support cushion on and around the lips

ANTI-WRINKLE CARE SERUM ANTI-WRINKLE SERUM

Pore refining collagen effect acts on pores deep down to immediately refine the surface

RESULTS

ANTI-WRINKLE CARE EYE

Replumped and smoothed eye contour
Smoothed eye creases
Anti-sunken effect

REPLUMPING LIP BALM

Naturally replumped lips
Velvet smoothed contours

ANTI-WRINKLE CARE SERUM

Skin is smoothed by reinforced skin cells
Pores are tightened - texture as it desired

TECHNOLOGY

ANTI-WRINKLE CARE EYE

Pro-Xfill complex
Collastin™
Collagen micro-spheres
Extract of ruscus
Caffeine

REPLUMPING LIP BALM

Pro-Xfill complex
Collastin™
Collagen micro-spheres

ANTI-WRINKLE CARE SERUM

Laminaria algae extract
Poretight solution

MENU

Trainer's guide

Sequence 4 : HR Skincare

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Comments

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Pore refiner: matifying and pore refining effect



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : discovery and product knowledge

Comments

Firming replumping eye care

anti-wrinkle anti-sunken effect

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing

EXTRACT OF RUSCUS & CAFFEINE: anti-sunken effect

Replumping lip balm

instant volumizer anti-wrinkle

PRO-XFILL COMPLEX: enriched with Pro-xylane™, activation of collagen, synthesis of anchoring collagens

COLLASTIM™: stimulation and reorganization of collagen support fibers

COLLAGEN MICRO-SPHERES: volume and instant smoothing

Pore Genius refining smoothing serum

LAMINARIA ALGAE EXTRACT: the skin's structure is maintained in order to "lift" the pores

PORETIGHT SOLUTION: immediately refines pores and skin texture



POWER BEAUTY
SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-WRINKLE CARE

Sensorial discovery

The trainer invites participants to try out the textures of the following six products:

Collagenist with pro-Xfill:

- 1.State-of-the-art anti-wrinkle essence – high dose pro-xfill
- 2.Densifying fortifying night care – anti-wrinkle firmness
- 3.Replumping filling care
- 4.Firming replumping eye care – anti-wrinkle anti-sunken effect
- 5.Replumping lip balm – instant volumizer anti-wrinkle
- 6.Pore genius – refining smoothing serum

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETIC INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC-MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at LACLINIC-MONTREUX and developed to offer an anti-ageing revitalizing lift and global protection.

Re-Plasty HD Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC-MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at LACLINIC-MONTREUX to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



POWER BEAUTY
SINCE 1902

HELENA RUBINSTEIN,
a pioneer in the creation of
clinically-inspired skincare

LACLINIC-MONTREUX,
a prestigious Swiss clinic
renowned for its cutting-edge
results

MENU

Trainer's guide

Sequence 4 : HR Skincare / LACLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LACLINIC-MONTREUX

Comments

Initiator of avant-garde anti-ageing cosmetics, pioneer in the creation of clinically-inspired skin care, Helena Rubinstein has today crossed a new threshold in the quest for excellent cosmetics by joining forces with LACLINIC-MONTREUX, resulting in an unprecedented alliance of anti-ageing expertise.

A first for a cosmetics brand!

LACLINIC-MONTREUX is without doubt currently one of the world's most prestigious clinics, bringing together qualified, recognized specialists who unite art and science for spectacular results.

In this exceptional place, where medical perfection and an artistic approach are valued in equal measure, but where surgery is only considered as a last resort, all aesthetic medical and paramedical specialties can be found:

- a beauty salon: face and body treatments, endermologie (cellu M6), post- and pre-operation care, permanent hair removal...
- an aesthetic medical center: Wrinkle treatments with injections, non-surgical lifts, mesotherapy, laser or flash lamp photo-rejuvenation, peels, dermabrasion, laser skin firming...
- a dental clinic
- and a plastic, reconstructive and aesthetic surgery department, at the cutting edge of technology. Wrinkle treatment, eyelid, nose and ear surgery, lifts, chin remodeling with or without an implant, thigh and stomach plastic surgery, lipofilling or lipostructure, hair transplants...



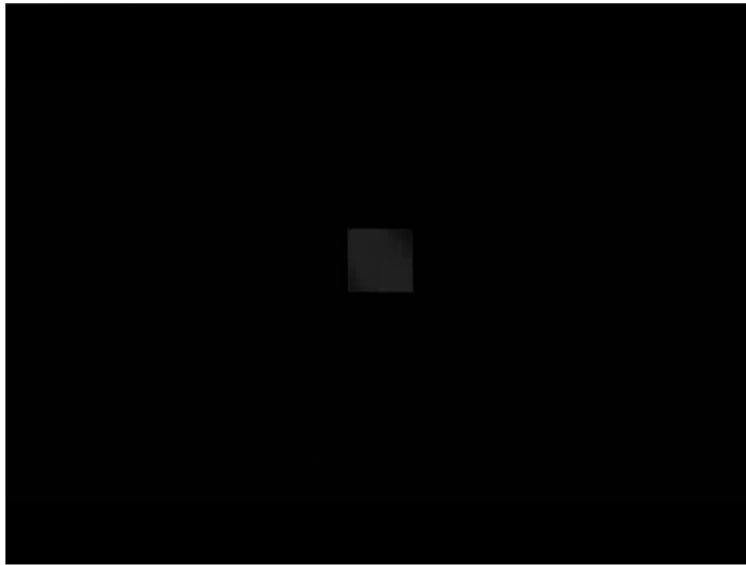
Trainer's guide

Sequence 4 : HR Skincare

Tool : film

Comments

Click on the active zone to start the film.



Trainer's guide

Comments

After the movie, the trainer invites participants to give the key words of the film.

The trainer writes the key words on the paper board.

Here is the feedback of the film:

Dr. Pfulg:

"Dr. Pfulg is the aesthetic surgeon and the founder of LACLINIC-MONTREUX."

LACLINIC-MONTREUX treatments:

"At LACLINIC-MONTREUX, they perform minimally-invasive or non-invasive treatments like peels, botox, fillers, mesotherapy etc. The Re-PLASTY range is thought to maintain those results."

- Re-PLASTY products:

"The Re-PLASTY products are inspired by the treatment they perform at LACLINIC-MONTREUX. They have the most active ingredients in the highest concentration, which allow them to achieve spectacular results in the anti-ageing."

"With Helena Rubinstein, LACLINIC-MONTREUX share the same search for extreme effectiveness, and this is what really matters to Dr.Pfulg. For him, this is probably the reason why this partnership came naturally."



Trainer's guide

Sequence 4 : HR Skincare / LACLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LACLINIC-MONTREUX

Comments

HR & LACLINIC-MONTREUX: A GROUND-BREAKING PARTNERSHIP TO PRECISELY RECREATE THE AESTHETIC MEDICINE PROTOCOLS PERFORMED AT LACLINIC-MONTREUX

MESOLIFT: Re-Plasty Mesolift Cosmetic

PEELING: Re-Plasty HD Peel

LASER: Re-Plasty Laserist

POST INTERVENTION CARE: Re-Plasty Age Recovery

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Invite your customer to look in the mirror and say what she sees:

"My skin is dull, tired and it has lost its radiance. It needs a fast-acting treatment for immediate effectiveness. I'm looking for the very best in anti-ageing."

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



POWER BEAUTY
SINCE 1902

INSTANT COSMETIC INTERVENTIONS

TARGET



LOSS OF RADIANCE
TIRED FEATURES
DULL AND SAGGING SKIN

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

According to the customer's observations, the visible signs to be targeted are:

LOSS OF RADIANCE

TIRED FEATURES

DULL AND SAGGING SKIN

With age, skin loses its natural ability to auto-vitalize and protect itself. Two signs betray this loss of inner vitality: a deterioration of skin's luminous texture and the tone of its contours.

This prodigious skin care range is designed for all women over 35, concerned by:

- a less refined and velvety skin texture
- a loss of facial tone with less defined contours
- a dull, tired-looking complexion

=> Women who want to regain the radiance and fullness of youth with an improved skin texture.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Developed in direct partnership with the clinical team at LA CLINIC-MONTREUX, PRODIGY Re-PLASTY is the 1st ever range of INSTANT ANTI-AGEING INTERVENTIONS to be carried out at home, without surgery or injections, faithfully reproducing the protocol performed at LA CLINIC.

Find out more – MESOLIFT IN ESTHETIC MEDICINE

The MESOLIFT is the 1st aesthetic medical procedure recommended by the medical world to restore the fullness of youth to women's skin. It is particularly advised as a means of maintaining skin's quality when the complexion begins to appear dull and fatigued. It involves delivering mini-doses of a revitalizing anti-ageing protocol just beneath skin's surface. These superficial injections provide instantly smoothing lifting and radiance results: instantly reducing tiredness, illuminating the complexion and restoring skin's tonicity. At LA CLINIC-MONTREUX, plastic surgeons employ a nourishing and revitalizing blend containing:

- vitamins, trace elements and minerals,
- hyaluronic acid to plump and re-hydrate the dermis,
- active ingredients to stimulate micro-circulation, oxygenation and collagen synthesis within the skin.

Results are visible after the first treatment: skin is firmer, more toned and radiant.

Trainer's guide

Sequence 4 : HR Skincare / LACLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LACLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

To reproduce the spectacular instant clinical results of mesolift, Helena Rubinstein Laboratories have created a prodigious new cosmetic technology: Meso-solution, an exclusive complex meticulously integrating the major components of the mesolift solution:

- pure Vitamin C (10% in the Lifting-Radiance Extreme Concentrate)
- Hyaluronic acid
- Amino acids
- Pro-oxygenation active ingredient (algae extract)

at precise dosages developed by the medical team at LA CLINIC-MONTREUX.

[Find out more](#)

Meso-solution

This exclusive complex meticulously integrates the key components of the mesolift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

High ferulin concentration

This powerful protective complex enriched with ferulic acid – one of the most powerful cell-protecting agents used in dermatology – is designed to assist cell's 'bodyguards' in fending off the attacks of chronological and environmental ageing.

Glow filter

Works like a radiance shield to instantly create ideal skin luminosity while protecting it from the harmful effects of UV rays.



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INSTANT COSMETIC INTERVENTIONS

Re-PLASTY

MESOLIFT COSMETIC



HIGH CONCENTRATION OF PURE VITAMIN C
Anti-free radical power, skin smoothing, even complexion

HYALURONIC ACID
Excellent moisturizer, absorbs up to 1000 x its weight in water

AMINO ACIDS
Contribute to dermis construction and hydration

FERULIC ACID
Anti-free radical power, global anti-oxidant protection

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Mesolift Cosmetic

Ingredients specifically selected to perfectly target identified problems.

The three anti-ageing cosmetic interventions all contain meso-solution and ferulic acid.

Meso-solution

This exclusive complex meticulously integrates the key components of a meso-lift solution for expert action on cutaneous plasto-radiance: skin substance radiance and perfection.

Highly concentrated pure Vitamin C has unique properties at epidermal and dermal level. A powerful anti-free radical, activity on skin smoothing and complexion uniformity. Result: more radiant, smoother skin.

Hyaluronic acid, an excellent moisturizer thanks to its ability to absorb up to 1000 times its weight in water.

Amino acids help to restructure tissue whose protein structure has been damaged by the process of cutaneous ageing. It also contributes to improving cutaneous hydration.

Pro-oxygenating active ingredient for firmer and more toned skin, as though lifted

High ferulin concentration

This powerful protective complex enriched with ferulic acid – one of the most powerful cell-protecting agents used in dermatology – is designed to assist cells' 'bodyguards' in fending off the attacks of chronological and environmental ageing.

Glow filter

Works like a radiance shield to instantly create ideal skin luminosity while protecting it from the harmful effects of UV rays.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Cosmetic Mesolift

Instantly visible clinical results.

ACTIVE LIFT – RADIANCE INJECTION – IDEAL SKIN PLASTICITY

Skin is instantly protected and its plasticity perfected. Visible smoothing lift, clarified and evened out complexion, features visibly toned. After 1 month, skin's appearance is transformed. Intense smoothing lift, uniform skin texture, restored radiance.

Re-Plasty Cosmetic Mesolift Ritual

Serum: Lifting Radiance Extreme Concentrate

Day: Lifting Radiance Intense Cream SPF 15

Eyes: Reviving Extreme Gel for Eyes



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

Lifting radiance extreme concentrate

MESO-SOLUTION C10

10% pure Vitamin C: powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration

Lifting radiance intense cream SPF 15

MESO-SOLUTION

Vitamin CG (pure): powerful anti-oxidant

Hyaluronic acid: "plumping effect"

Amino acids: hydrating properties

Brown algae extract: pro-oxygenation

FERULIN: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

GLOW FILTER (mother-of-pearl + filters): instant illuminating effect, active protection

Reviving extreme gel for eyes

MESO-SOLUTION

FERULIC ACID: powerful anti-ageing re-structuring, anti-free radical, anti-dehydration ingredient

EXPERT DOSAGE OF DRAINING ACTIVE INGREDIENTS: anti-under eye bags, anti-dark circles



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SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the textures of the following three products:

Re-Plasty Cosmetic Mesolift:

- 1.Lifting-radiance extreme concentrate
- 2.Lifting-radiance intense cream spf 15
- 3.Reviving extreme gel for eyes

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of **the 9 cards showing "textures/customer concerns/HR keywords"** and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Comments

INSTANT COSMETIC INTERVENTIONS

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Re-Plasty HD Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC-MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at LACLINIC-MONTREUX to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



HR
HELLEN RUBINSTEIN
POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

IN FRONT OF THE MIRROR

“ My skin has lost its softness, wrinkles have appeared. ”

HR Skincare products displayed on a reflective surface, including a bottle and a tube of Prodigy Re-Plasty.

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Invite your customer to look in the mirror and describe what she sees:

“My skin has lost its softness, wrinkles have appeared...”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



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INSTANT COSMETIC INTERVENTIONS

TARGET

LINES
WRINKLES
ROUGHNESSES

HR

PRODIGY Re-Plasty

Re-Plasty HD Peel

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

According to the customer's observations, the visible signs to be targeted are:

LINES

WRINKLES

ROUGHNESSES

Re-Plasty HD PEEL is designed for all women who, past the age of 30, are concerned by fine lines and wrinkles, skin texture, and are looking for instant visible results.

With age, cell renewal slows down (-30% between the ages of 20 and 50): skin's corneal layer thickens while the epidermis thins. This results in a visible deterioration of skin's quality: less smooth and less radiant, it begins to show wrinkles, imperfections.



POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY HD PEEL

THE 1ST INSTANT ANTI-AGEING INTERVENTION WHICH REPLICATES THE SOPHISTICATED PEEL PROTOCOL PERFORMED AT LA CLINIC-MONTREUX

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Developed in direct partnership with the clinical team at LA CLINIC-MONTREUX, Re-PLASTY HD Peel is the 1st range that replicates the technology of a sophisticated peel from LA CLINIC-MONTREUX.

“The aim of an anti-ageing peel is to regain beautiful skin that looks brand new: correcting wrinkles and smoothing irregularities,” Dr Pfulg.

Find out more – CLINICAL PEELS

The peel is an esthetic medicine technique which involves renewing the epidermis by desquamation to act on the quality of the skin surface: lines, imperfections, roughnesses.

The peel developed by the plastic surgeons at LA CLINIC-MONTREUX is a highly sophisticated procedure. They go beyond classical resurfacing by enriching their peel with anti-ageing active ingredients to correct and protect skin, to provide it with visible rejuvenation.

In Europe, 16% of women aged between 30 and 50 have opted for a peel to fight fine lines and wrinkles, loss of radiance roughnesses.



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INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
HD PEEL

REPLICATES A PROFESSIONAL PEEL AT HOME

THE PEEL-SOLUTION, AN ULTRA-CONCENTRATED COMPLEX
Glycolic acid – Lactic acid – Phytic acid

+ RETINOL
+ LHA
+ UVA / UVB filters

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

A concentrate of clinical expertise

Inspired by the active ingredients used in peels at LA CLINIC-MONTREUX, Helena Rubinstein laboratories have associated 3 powerful active ingredients for 3 combined actions: PEEL – CORRECTION – PROTECTION.

- Peel Solution: Triple exfoliating acid solution – glycolic, lactic and phytic – to refine skin texture.
- LHA: the next generation of salicylic acid in high concentration: precise exfoliation for extreme smoothing.
- UVA/UVB Filters: SPF 10 & PA+++ to protect skin from photo-ageing and prevent the apparition of dark spots and wrinkles.

POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY
HD PEEL

PEEL SOLUTION
Exfoliates the epidermis to refine texture and wrinkles

HIGHLY DOSED PURE RETINOL
Dermatologists' reference anti-wrinkle molecule.

HIGHLY DOSED LHA
Ultra precise, targeted exfoliating action

UVA / UVB FILTERS
Protect against photo-ageing

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty HD Peel

A concentrate of clinical expertise

PEEL SOLUTION

This original complex that replicates the exfoliation solution applied at LA CLINIC-MONTREUX is made up of glycolic, lactic and phytic acids. It is a peel-solution endowed with powerful exfoliating properties to promote an even peeling effect on the upper layers of the stratum corneum. **Glycolic acid** (extracted from sugar cane, beetroot or grape) and **lactic acid** both belong to the AHA family. They promote an even peeling effect on the upper epidermal layers by weakening the bonds between corneocytes and facilitating the elimination of dead cells at the skin's surface. **Phytic acid** is vegetal acid (derived from mushrooms) and is used in dermatological peels for its peeling action. It also possesses anti-inflammatory and anti-oxidant properties.

HIGHLY DOSED PURE RETINOL

The dermatologists' reference anti-wrinkle molecule. The molecule par excellence to stimulate cellular renewal and reduce fine lines and wrinkles. The serum integrates one of the highest concentrations of pure Retinol, at the frontier of prescription strength products. Its action on wrinkles is reinforced by its association with an encapsulated vitamin A derivative which gradually releases its efficacy through the night.

HIGHLY DOSED LHA

Ultra-precise, targeted exfoliating action. Lipo-hydroxy acid is an exclusive patented L'Oréal active ingredient. Stemming from 10 years' research, it represents the latest generation of salicylic acid derivatives. Its exfoliating action is even more powerful than traditional salicylic acid and it possesses an excellent affinity with the epidermis. High definition epidermal exfoliation.

SPF 10 anti-UVA+++ / anti-UVB FILTERS

Protection from photo-ageing; prevention of dark spots and wrinkles.

POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY HD PEEL

ADVANCED RETINOL ANTI-WRINKLE NIGHT CONCENTRATE

REFINING CREAM SPF 10

PERFECT SKIN RENEWER INSTANT PEEL MASK

Actions

- Retinol Intervention with concentration levels at the frontier of prescription strength products**
- Correction - Smoothing - Intense anti-wrinkle**
- Instant anti-aging intervention which replicates peel technology**
- Peeling - Correction - Protection**
- A high performance formula to instantly improve skin's texture and luminosity**

Results

- High definition skin result**
- Smoothness - Reduced wrinkles and roughnesses**
- Protection against free radicals**
- High definition skin result**
- Reduced wrinkles - Smooth skin surface**
- Supreme skin texture**
- Instant radiance - Reduced skin stress**
- Smooth smoothed skin**
- Anti-irritation**

Technology

- Peel-solution**
- Highly dosed pure retinol**
- Vitamin E derivative**
- Peel-solution**
- LHA**
- UV/A/UVB filters**
- Peel-solution**
- Highly dosed HEPEs**
- Highly dosed urea**

MENU

Trainer's guide

Sequence 4 : HR Skincare / LACLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LACLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Instantly visible clinical results.

WRINKLES SMOOTHED – SUBLIME SKIN TEXTURE

From 15 days of use of the complete program, skin quality equivalent to an anti-ageing peeling session at Laclinic Montreux.

Re-Plasty HD Peel ritual

Serum: Advanced Retinol Anti-wrinkle night Concentrate

Day: Refining Cream SPF 10

Mask: Perfect Skin Renewer Instant Peel Mask



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty HD Peel

Advanced retinol anti-wrinkle night concentrate

PEEL-SOLUTION: exfoliation

HIGHLY DOSED PURE RETINOL: anti-wrinkle

VITAMIN E DERIVATIVE: anti-oxidant

Refining cream SPF 10

PEEL-SOLUTION

Glycolic, lactic, phytic acid: exfoliation

LHA (Lipo Hydroxy Acid: salicylic acid derivative): high-definition exfoliation

UVA/UVB FILTERS: protection from photo-ageing and prevention of dark spots and wrinkles

Perfect skin renewer instant peel mask

PEEL-SOLUTION: exfoliation

HIGHLY DOSED HEPES: exfoliation, hydration

HIGHLY DOSED UREA: intense hydration



POWER BEAUTY
SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the textures of the following three products:

Re-Plasty HD Peel:

1. Advanced retinol anti-wrinkle night concentrate
2. Refining cream spf 10
3. Perfect skin renewer – instant peel mask

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of **the 9 cards showing "textures/customer concerns/HR keywords"** and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETIC INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC-MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at LACLINIC-MONTREUX and developed to offer an anti-ageing revitalizing lift and global protection.

Re-Plasty HD Peel

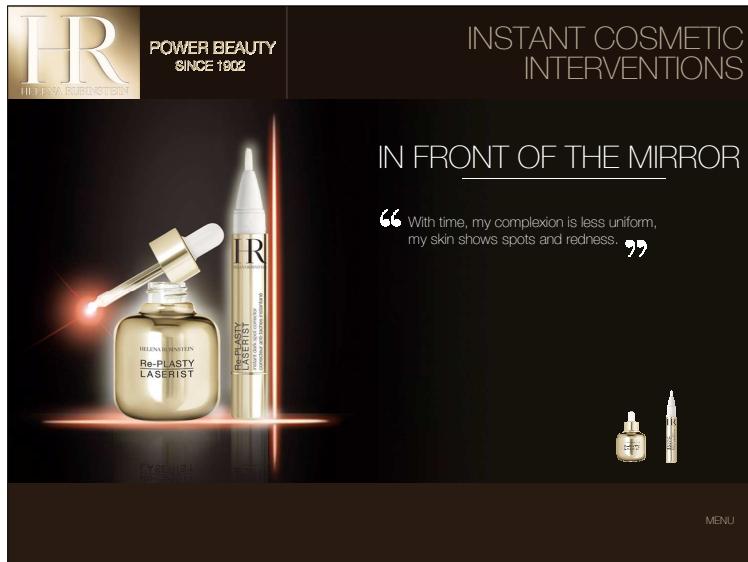
The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at LACLINIC-MONTREUX to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



HR
HELENE RENAUDIN'S
POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

IN FRONT OF THE MIRROR

“With time, my complexion is less uniform, my skin shows spots and redness.”

HELENE RENAUDIN'S Re-PLASTY LASERIST

Re-PLASTY LASERIST

“With time, my complexion is less uniform, my skin shows spots and redness...”

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

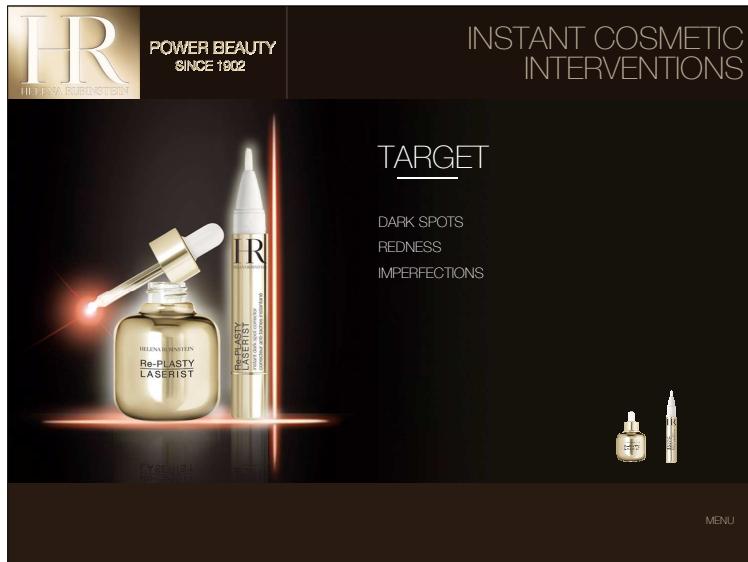
Re-Plasty Laserist

Invite your customer to look in the mirror and describe what she sees:

“With time, my complexion is less uniform, my skin shows spots and redness...”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

TARGET

DARK SPOTS
REDNESS
IMPERFECTIONS

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Laserist

According to the customer's observations, the visible signs to be targeted are:

DARK SPOTS

REDNESS

IMPERFECTIONS

Re-Plasty Laserist is designed for all women who, are concerned by dark spots, redness, complexion irregularities, discoloration and dull complexion, and are looking for instant visible results

With age and sun exposures, cell renewal slows down (-30% between the ages of 20 and 50): skin's corneal layer thickens while the epidermis thins. This results in a visible deterioration of skin's quality: less smooth and less radiant, it begins to show, imperfections and dark spots.

POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY LASERIST

FOR THE 1ST TIME, IN THIS CONCENTRATE,
THE EFFICACY OF A LASER SESSION PERFORMED
AT LA CLINIC-MONTREUX

HELENA RUBINSTEIN Re-PLASTY LASERIST

HELENA RUBINSTEIN Re-PLASTY LASERIST

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

IN THEIR QUEST FOR EXCEPTIONAL AESTHETIC RESULTS, HELENA RUBINSTEIN and LA CLINIC-MONTREUX have created a news unprecedented alliance in anti-ageing expertise to replicate a laser intervention in a skincare product. For the first time Re-PLASTY LASERIST range challenges the efficacy of a laser session at LA CLINIC-MONTREUX.

Find out more – LASER & IPL

Laser is one of the most effective techniques used in aesthetic medicine to COMBATS chromatic ageing.

The 2 most frequently used methods are laser and IPL (Intense Pulsed Light).

The difference between LASER and "INTENSE PULSED LIGHT" is that LASER produces a beam of a single wavelength, that is, the light is only of one color, whereas Intense Pulsed Light releases beams of white light. In the case of Intense Pulsed Light, the beam emitted can be modeled using filters which transmit the light beyond a pre-determined beam, lending the Intense Pulsed Light technique multiple uses for hair removal, photo-rejuvenation and vessel treatment.

Given that lasers use a single light beam, several lasers are needed if several different uses are necessary.

Lasers and Intense Pulsed Light are highly specific light sources which emit a wavelength in a particular direction, allowing a small-sized, high-intensity focus to be produced. The action of each laser and IPL is particularly determined by the wavelength used. The light emitted is captured by the targeted cells, causing them to be destroyed, allowing practitioners to work on vascular or pigmented cells, or to stimulate collagen synthesis without damaging adjacent tissues. This technique has come increasingly to the forefront of esthetic medicine in recent years.

POWER BEAUTY SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY LASERIST

THE REPLICATION OF A LASER INTERVENTION IN A SKIN CARE

THE LASERIST-SOLUTION, AN INNOVATIVE ASSOCIATION OF CUTTING-EDGE DE-PIGMENTING MOLECULES:

LHA - White ceramides - Vitamin CG - Red algae extract

MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

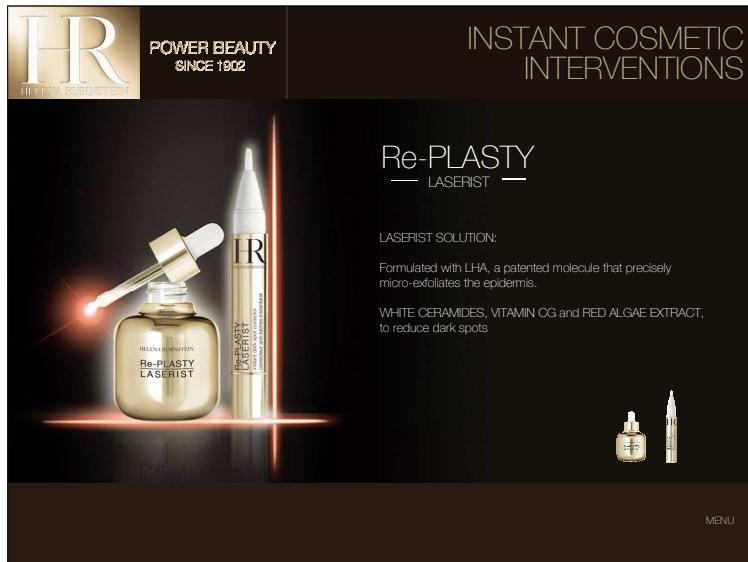
Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

Inspired by the laser intervention at LA CLINIC-MONTREUX, the HELENA RUBINSTEIN Laboratories have developed the **Laserist-Solution**: an innovative association of cutting-edge de-pigmenting molecules.

Associated with escine and hyaluronic acid, the Laserist-Solution allows users to combat:

- dark spots,
- redness,
- imperfections.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

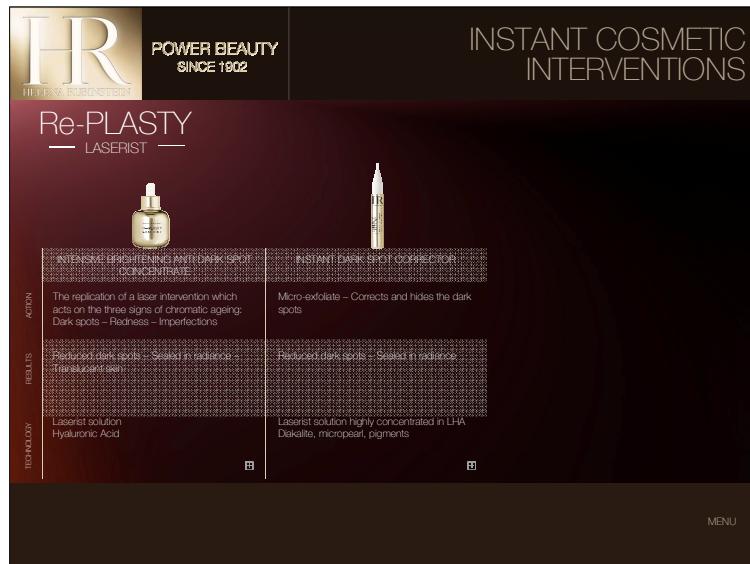
Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

The **Laserist-Solution** is the Re-PLASTY LASERIST range's star active ingredient.

This active ingredient offers **global action** on pigment spots and **irregularities**.

It is made up of an innovative association of cutting-edge de-pigmenting molecules: **LHA, White Ceramide, Vitamin CG, Red algae extract**



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

INTENSIVE BRIGHTENING ANTI-DARK SPOT CONCENTRATE

Results:

- Instantly, the complexion is radiant, unified and smoothed.
- Day after day, dark spots, redness and imperfections are reduced. Skin texture is smoother, more homogenous and more translucent.

Texture:

Silky serum with velvety finish for instantly illuminated skin

INSTANT DARK SPOT CORRECTOR

Results:

Instantly, dark spots are hidden.
Day after day, dark spots are reduced in size, number and intensity.

Texture:

Refined and subtly tinted emulsion.

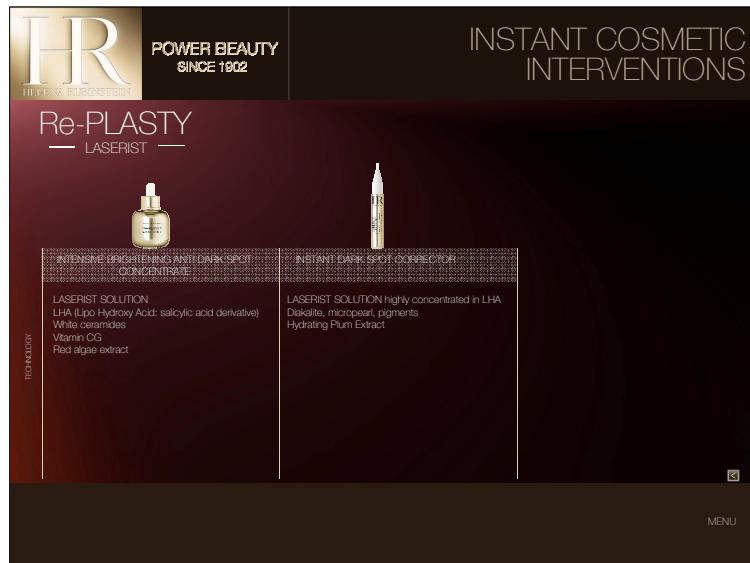
DIRECTIONS FOR USE

To load the pen, turn the dosing button anti-clockwise (X6 COMPLETE TURNS).

Then carry out ½ to 1 TURN between each use. Apply to dark spots before delicately blending with a brush and/or your fingertip.

Tip:

- Can be used for "touch ups" throughout the day.
- To maintain the quality and efficacy of your brush: wipe the brush with a clean and dry paper handkerchief after each use.
- In the point of sale, clean the pen using a paper handkerchief soaked in hydro-alcoholic solution to avoid the proliferation of bacteria and above all to reassure your customer. Ideally, this should be done in front of her.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Laserist

LHA: Lipo Hydroxy Acid is an exclusive patented L'Oréal active ingredient. Stemming from 10 years' research, it represents the latest generation in salicylic acid derivatives. Its exfoliating action is significantly more powerful than traditional salicylic acid. It has excellent affinity with the epidermis. High-definition epidermal exfoliation.

White Ceramide: a next-generation anti-dark spot molecule that regulates the pigmentation process at its source.

Vitamin CG: (stable vitamin C derivative) clarifies pigment spots and protects against free radicals. Vitamin CG offers various actions: it inhibits the activity of tyrosinase, a key enzyme in melanin synthesis thus brightening the complexion; it is anti-free radical and keratolytic. It is also known for its anti-ageing properties by stimulating the synthesis of collagen, an essential dermal constituent, responsible for its resistance and involved in its elasticity. Unlike vitamin C, which easily degrades in aqueous solution or when exposed to heat or light, vitamin CG is a stabilized (glucosylated) form of vitamin C which is less sensitive to oxidation. It is gradually converted into active vitamin C within skin, procuring it with a prolonged action for optimal efficacy.

Red algae extract: Palmaria palmata is a red algae which reaches up to 50cm in length and grows in the North Atlantic. It is rich in alginate and other trace elements as well as marine minerals, anti-oxidants and proteins. It is used in the cosmetics industry for its brightening properties (anti-tyrosine and anti-melanin transport activities).

Escine: Active extract derived from Indian horse chestnut. It is very rich in saponin and has anti-inflammatory and vasoconstrictor properties. It stimulates blood micro-circulation, protects capillaries, reduces their permeability and increases their resistance. Lastly, it soothes skin.

Hyaluronic acid: One of the key components of the extra-cellular matrix. Hyaluronic acid is now widely used as an ingredient in beauty products thanks to its hydrating properties. It is also increasingly used in esthetic surgery to augment soft tissues, particularly for wrinkle filling.

Diakalytes: concave silicone micro-particles which reflect and diffuse light, thus visibly correcting irregularities at skin's surface.

Micropearl: reflects light at skin's surface for a rosy color effect.

Pigments: cover skin's surface in harmony with skin color to instantly hide pigment spots.



POWER BEAUTY
SINCE 1802

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the textures of the following two products:

Re-Plasty Laserist:

1. Intensive brightening anti-dark spot concentrate
2. Instant dark spot corrector

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETIC INTERVENTIONS

In a shared quest for outstanding cosmetic results, Helena Rubinstein has joined forces with LACLINIC-MONTREUX, a prestigious Swiss clinic globally renowned for its cutting-edge techniques, resulting in an unprecedented alliance of anti-ageing expertise.

HR feat: spectacular clinical results achieved instantly.

Re-Plasty Mesolift

The first ever instant anti-ageing cosmetic procedure inspired by the mesolift procedure carried out at LACLINIC-MONTREUX and developed to offer an anti-ageing revitalizing lift and global protection.

Re-Plasty HD Peel

The first ever instant anti-ageing cosmetic procedure to replicate the sophisticated chemical peel technology employed at LACLINIC-MONTREUX for three combined actions: peel – correction - protection.

Re-Plasty Laserist

For the 1st time, the efficacy of a laser session at LACLINIC-MONTREUX to fight against dark spots, redness and imperfections.

Re-Plasty Age Recovery

For the 1st time, a night care product highly concentrated in **Proxylane (30%)** able to correct all age scars: wrinkles, cutaneous damages, imperfections



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Age Recovery

Invite your customer to look in the mirror and describe what she sees:
"With time, signs of ageing seem ever more noticeable on my skin and it feels uncomfortable..."

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS Re-Plasty Age Recovery

According to the customer's observations, the visible signs to be targeted are:

WRINKLES

CUTANEOUS DAMAGES

IMPERFECTIONS

Prodigy Re-Plasty Age Recovery is designed for all women who are concerned by wrinkles, uncomfortable skin, cutaneous damages, and are looking for instant visible results

At night, the body functions at a slower pace, whereas the epidermis shifts from its daytime protective mode to its nocturnal repair and regeneration mode:

Self-repair mechanisms are activated.

Cell renewal mechanisms are enhanced.

At night, skin is also more receptive to active ingredients.

Night is thus the key time to repair skin...To help it to combat age scars.

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

HELENA RUBINSTEIN Laboratories have combined their know-how with the medical expertise of Dr Pfulg in order to develop

Re-PLASTY AGE RECOVERY,

regeneration accelerating night care to combat all age scars:
WRINKLES,
CUTANEOUS DAMAGES,
IMPERFECTIONS.

Find out more – POST INTERVENTION TREATMENT

Dr Pfulg, founder of LA CLINIC MONTREUX and pioneering aesthetic surgeon, discloses the secret of his exceptional post-intervention care:

30% PROXLANE associated with CICA-SOLUTION to repair all age scars. Dr Pfulg also noted that this solution accelerated repair of signs of ageing, particularly at night, when skin is more capable of self-repairing, self-renewing and taking up active ingredients.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

Both PROXYLANE highly concentrated at 30% and CICA-SOLUTION are at the heart of the new Re-PLASTY AGE RECOVERY night care, Repair accelerating night care.



POWER BEAUTY
SINCE 1902

INSTANT COSMETIC INTERVENTIONS

Re-PLASTY RECOVERY

PROXYLANE 30%: high concentration of this exceptional anti-ageing ingredient to obtain outstanding skin recovery.

CICA-SOLUTION, inspired by the medical expertise of Dr. Pfulg, this complex associates a highly soothing, repairing and hydrating duo of Hyaluronic Acid and Glycyrrhizic Acid.



MENU

Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

PROXYLANE

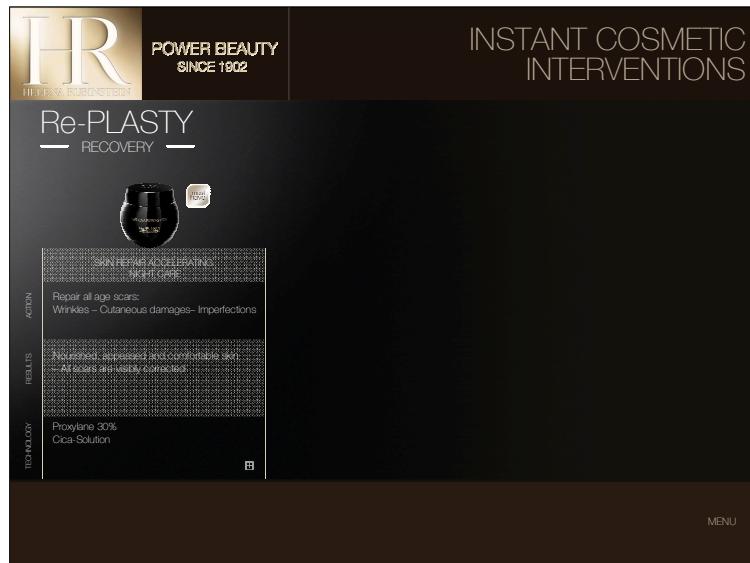
For the first time, the highest concentration (**30%**) of this cutting-edge anti-ageing ingredient ever integrated into night care to obtain outstanding skin recovery speed result.

CICA SOLUTION

A complex inspired by the medical expertise of Dr Pfulg, associating hyaluronic acid and glycyrrhizic acid:

- HYALURONIC ACID, known in aesthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.

- GLYCRRHIZIC ACID, in order to appease skin, this acid acts as an inhibitor of the activators responsible for cutaneous irritations.



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

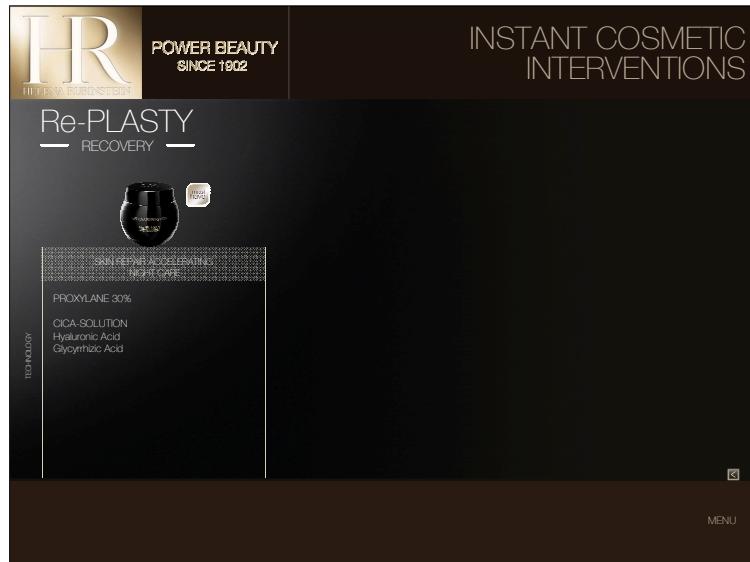
Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

After 3 nights, repairs all age scars:

WRINKLES – CUTANEOUS DAMAGES – IMPERFECTIONS



Trainer's guide

Sequence 4 : HR Skincare / LA CLINIC-MONTREUX

Tool : slideshow & interaction

Objective : understand the specificity of HR on skincare and partnership with LA CLINIC-MONTREUX

Comments

INSTANT COSMETICS INTERVENTIONS

Re-Plasty Age Recovery

PRO-XYLANE 30%: this patented molecule derived from a vegetal composite acts on dermal components to improve communication between cells and effectively combat ageing-relating loss of skin density.

HYALURONIC ACID: known in aesthetic medicine for enhancing skin repair with its band-aid action and preserving the quality of cutaneous tissues.

GLYCRRHIZIC ACID: (lucyrrhizic acid, glycyrrhizine, liquorice or licorice) is a key active ingredient (saponin) from liquorice. This chemical substance is endowed with anti-inflammatory properties, which are particularly useful in balms designed to soothe the skin or gums...



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SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the textures of the following product:

Re-Plasty Age Recovery:

1. Skin repair accelerating night care

For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

Pioneer in anti-ageing whitening, Helena Rubinstein creates :

AGEWHITE POWER K, a complete skincare routine with 2 complementary actions, whitening and anti-ageing, to get dark spots visibly reduced, as if they were "rejuvenated".

PREMIUM UV: a protection designed to act as a "UV repellent".

Helena Rubinstein first "intelligent" sunscreen ideally protects the skin from premature ageing and sun damages.



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ANTI-AGEING WHITENING EXPERT

IN FRONT OF THE MIRROR

“ With age, I see on my face spots becoming darker. I want to reduce spots, recover a perfectly even and luminous skin and fight against ageing. ”



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Invite your customer to look in the mirror and describe what she sees:

“With age, I see on my face spots becoming darker. I want to reduce spots, recover a perfectly even and luminous skin and fight against ageing.”

Ask participants to identify the visible signs corresponding to the customer's concerns.

Summarize visible signs cf. next slide.



POWER BEAUTY
SINCE 1902

ANTI-AGEING WHITENING EXPERT

TARGET

SPOTS DUE TO AGEING
DULL AND LESS HOMOGENEOUS SURFACE
LOSS OF FIRMNESS



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

According to the customer's observations, the visible signs to be targeted are:

SPOTS DUE TO AGEING

DULL AND LESS HOMOGENEOUS SURFACE

LOSS OF FIRMNESS

HR laboratories highlight that dark spots evolve with age.

Within young skin, melanocytes are equally spread on a firm support mattress (called DEJ, the dermo-epidermic junction), and produce regular amounts of melanin, which is shared out evenly. The skin is smooth and firm, the complexion is even, bright, and clear. With age and cumulated UV exposure, melanocytes are overwhelmed, melanin production is deregulated. DEJ collapses and melanocytes can gather and form dark bags allowing dark spots to take root. With age, dark spots are more numerous, bigger, and darker: they look like as if they were visibly older.



POWER BEAUTY
SINCE 1902

ANTI-AGEING WHITENING EXPERT

AGEWHITE

PIONEER IN ANTI-AGEING WHITENING

A mirror-like translucency

AgeWhite recovers the skin's transparency and reduces dark spots visibly, just like restoring a "rusted" mirror.



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

A mirror-like translucency

AgeWhite recovers the skin's transparency and reduces dark spots visibly, just like restoring a "rusted" mirror.

A "spot rejuvenation" routine incorporating one of the best whitening and anti-ageing ingredients to fight against the main causes of spot apparition and rooting.

Power K spot rejuvenating intensive serum is the core product of this routine by its high concentration of active ingredients and the high results on both dark spots and signs of ageing.



POWER BEAUTY
SINCE 1902

ANTI-AGEING WHITENING EXPERT

AGEWHITE

TO RESTORE SKIN'S MIRROR FUNCTION

1- Whitening action:

New Power K complex including kojic acid & CéramideWhite® to control melanin production. Enriched with mint & prunus to limit melanin transfer.

2 - Anti-ageing efficacy:

Yeast to reinforce the DEJ & Shiitake to protect the dermis.



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

AGEWHITE POWER K routine: an association of 2 complementary actions, whitening and anti-ageing, to fight against dark spots.

1. Whitening action

POWER K is the association of Kojic Acid, one of the best whitening ingredients to reduce melanin production*, with new ingredients such as Mint extract* to help to reduce the stimulation of melanocytes* and Prunus extract to limit the transfer of melanin to the surface of the skin.*

* in vitro test

2. Anti-ageing efficacy

Specific anti-ageing ingredients such as extract of Yeast and Shiitake, which help to strengthen the dermo-epidermic junction* to prevent spot rooting due to age.

HELENA RUBINSTEIN believes that "spot rejuvenation" is essential to have a bright and beautiful skin which appears visibly younger.

For a global anti-ageing whitening efficiency, it is recommended to use the whole AGEWHITE routine:



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ANTI-AGEING WHITENING EXPERT

AGEWHITE

UNPRECEDENTED RESULTS

Melanin production reduced by 62% in 4 days*.

The complexion becomes homogeneous, bright and clear.

The skin reflects light again and gets mirror like translucency.

Instant radiance 85%**, transparent skin 95%**, dark spots reduced 87%**.

* test in vitro, ** auto-evaluation of 34 women, 35-55 years old.



MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

1/ Dark spots look as if they were "rejuvenated": they are visibly smaller and fewer. Their intensity decreases.

2/ The complexion is brighter. The skin is clearer, smoothed and firmed up.

3/ More even, the skin looks younger. Wrinkles and fine lines are reduced significantly.

UNPRECEDENTED RESULTS

Melanin production reduced by 62% in 4 days*.

The complexion becomes homogeneous, bright and clear.

The skin reflects light again and gets mirror like translucency.

Instant radiance 85%**, transparent skin 95%**, dark spots reduced 87%**.

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

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Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

The skin is clearer, smoothed and immediately refreshed. The intensity of dark spots starts decreasing. Skin is as renewed.

AgeWhite Power K ritual

Cleansing : Renewing foaming cleanser & Clarifying toning lotion

Serum: spot rejuvenating intensive serum

Emulsion: Enlightening smoothing hydra-emulsion

Day cream: Brightening moisture cream

Eye: Illuminating refining eye serum

Mask: Mirror-like translucency bio-cellulose mask

Premium UV

Premium UV anti-ageing UV protection SPF 40/50

Premium UV Blue Base Anti UV – Ageing – Pollution SPF 40 / PA+++

Premium UV Nude BB Base Anti UV – Ageing – Pollution SPF 50 / PA+++



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

Power K whitening complex: association of kojic acid, one of the best whitening ingredients to reduce melanin production*, with mint extract to help reduce the stimulation of melanocytes* and prunus extract to limit the transfer of melanin to the surface of the skin*.

Yeast extract and **shiitake (mushroom extract)**: help to strengthen the dermo-epidermic junction* to prevent spot rooting. * in vitro tests

Caffeine: energizing for stimulating effect with draining and decongestant properties.

Glycolic and lactic acid: refine skin texture



Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

ANTI-AGEING WHITENING EXPERTISE

AgeWhite Power K

Brilliant results, highly visible on both dark spots and signs of ageing.

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Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

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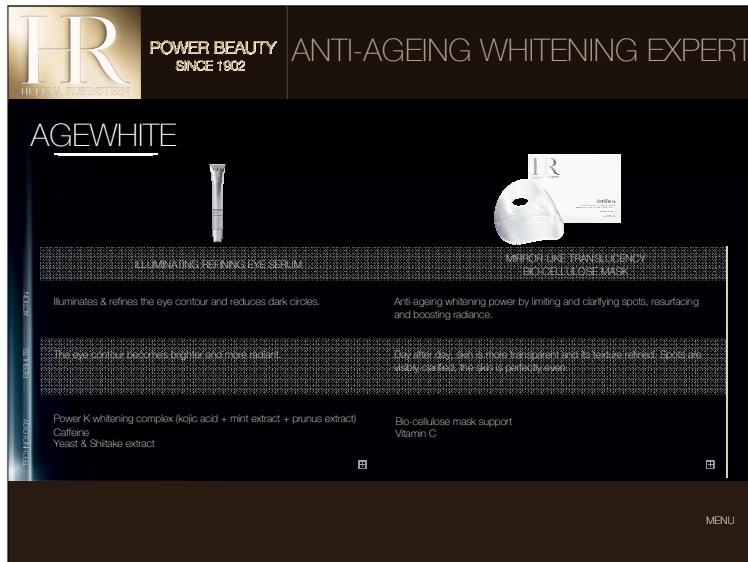
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Vitamin C: ingredient with anti-ageing whitening power.

PREMIUM UV

"Mexo-Lotus" breakthrough technology integrates two protective actions: Combination of Mexoryl SX + XL and Titanium Dioxide filters. They have been formulated to protect the skin against the multiple aggressions of UVA and UVB. The formula acts like a "UV-repellent".

Enriched with White Lotus extract, the formula prevents the skin from inside sun damages: it acts like a "free-radicals repellent".



Trainer's guide

Sequence 4 : HR Skincare

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Objective : mastering HR skincare, geography and key sales messages

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Vitamin C: ingredient with anti-ageing whitening power.

Bio-cellulose: material obtained through fermentation of natural micro-organisms with unique properties:

Regenerating power to promote skin repair

Soothing power to appease inflammatory signals, source of hyper pigmentation

Perfect match with the face shape to infuse the formula intensively and evenly, thanks to air-tight innovative material.

POWER BEAUTY SINCE 1902

ANTI-AGEING WHITENING EXPERT

PREMIUM UV

PREMIUM ANTI-AGEING UV PROTECTION SPF 50

SPF 50 a reinforced UV protection against wrinkles and dark spots.

PREMIUM BLUE BASE ANTI UV - AGEING - POLLUTION

In a high SPF base, it combines anti-yellowish neutralizing blue pigments with the "Triple Reject System", anti-UV, anti-ageing and anti-pollution.

PREMIUM NUDE BB BASE ANTI UV - AGEING - POLLUTION SPF 50 / PA++

In a high SPF base with reinforced UVA protection, it combines neutralizing chromatic correction with a daily complete control on UV, ageing, pollution, hydration and complexion.

RESULTS

Day after day skin youth is visibly protected. The complexion looks more uniform, the wrinkles and fine lines seem less visible, and the skin feels more hydrated.

INGREDIENTS

Maxolotus technology
Mexoryl SX + XL and Titanium Dioxide filters
White Lotus

Mexoplex® (Mexoryl SX + Tinosorb® S)
Prunus and mint extracts
Blueberry extracts
Shea and maze extracts

"12h UV block-out"
"Ageing block-out"
"Pollution block-out"
"12h moisture lock-in"

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

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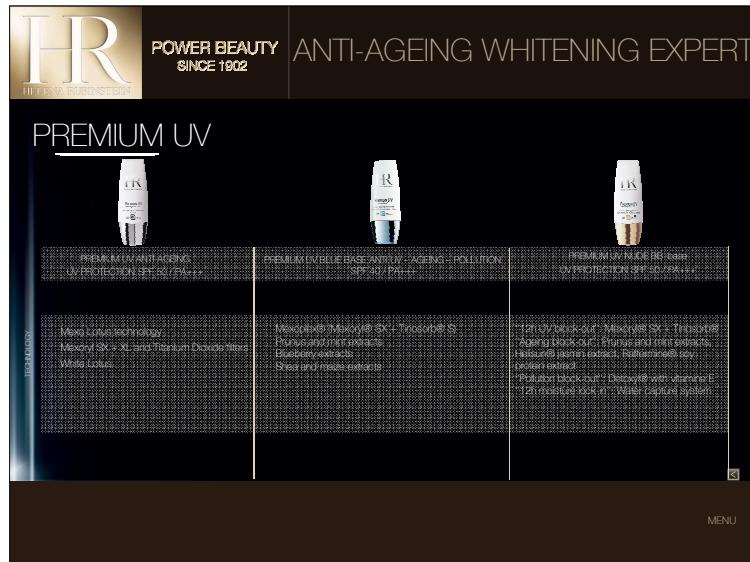
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Trainer's guide

Sequence 4 : HR Skincare

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Enriched with White Lotus extract, the formula prevents the skin from inside sun damages: it acts like a "free-radicals repellent".

PREMIUM UV BLUE BASE

Mexoplex® = Mexoryl® SX + Tinosorb® S: a UV filtering system with maximum photo-stability and synergic boosted efficacy on UVA and UVB to combat photo-ageing.

Prunus and mint extracts for anti-spots actions.

Blueberry extracts against glycation and oxidation, responsible for premature skin ageing and hyper pigmentation.

Shea and maize extracts for reduction of particulates adhesion and anti heavy-metals actions.

PREMIUM UV NUDE BB BASE

"12h UV block-out": Mexoryl® SX and XL with high PPD protection

A strong barrier against UVB but also UVA that is responsible for premature ageing from skin deep dermis

- UVA: responsible for premature ageing and dark spots at the deepest dermis level

- UVB: responsible for sunburn and dark spots at the epidermis level

"Ageing block-out":

Helisun® jasmin extract to fight cell oxidation

Raffermin® soy protein extract to combat elastosis

Prunus and mint extracts to limit dark spots generation

'Pollution block-out': Detoxyl® with vitamin E to protect skin from the attack of harmful particles and heavy metals

"12h moisture lock-in": Water capture system to fight against loss of hydration accelerated by UV exposure



POWER BEAUTY
SINCE 1902

SENSORIAL DISCOVERY

MENU

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

INSTANT COSMETICS INTERVENTIONS

Sensorial discovery

The trainer invites participants to try out the textures of the following nine products:

AgeWhite Power K ritual

- 1.Renewing foaming cleanser & Clarifying toning lotion
- 2.spot rejuvenating intensive serum
- 3.Enlighting smoothing hydra-emulsion
- 4.Brightening moisture cream
- 5.Illuminating refining eye serum
- 6.Mirror-like translucency bio-cellulose mask

Premium UV

Premium UV anti-ageing UV protection SPF 40/50

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For the sensorial discovery process, participants take turns to express their thoughts and feelings with the help of the 9 cards showing "textures/customer concerns/HR keywords" and match the cards to the corresponding products. The trainer assists them and corrects.

The image shows the Helena Rubinstein logo on the left, featuring a large 'HR' monogram above the text 'HELENA RUBINSTEIN'. To the right, the text 'POWER BEAUTY SINCE 1902' is displayed. Below these, a collection of Helena Rubinstein skincare products is arranged. From left to right: a white tube of 'TREE OF LIFE Supreme Cleansing Scrub', a pink bottle of 'TREE OF LIFE HERBAL LOTION', and a clear bottle of 'TREE OF LIFE HERBAL TONER'. The products are labeled with their names and descriptions in a stylized font. On the far right, there is a small inset image showing three smaller bottles of the same products: a white tube, a pink bottle, and a clear bottle.

Comments

CLEANSING

Tree of life

The essence of the formulas lie in their powerful secret of life: the longevity properties of Moringa, the tree “that never dies”.

TREE OF LIFE contains LIFE MORINGA COMPLEX, an active ingredient with three fundamental properties: PURIFYING – PROTECTING - STIMULATING.

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages



POWER BEAUTY
SINCE 1902

CLEANSING CARE

TREE OF LIFE

SOUFFLE CREAM
Supreme Cleansing Cream

HONEY LOTION
Clarifying Enriched Honey Lotion

HERBAL LOTION
Silky Herbal Lotion

ACTION

Purifies the skin while preserving moisture. Delicately envelopes the face and absorbs all impurities to perfectly cleanse the skin. The skin is purified and free of make-up and is ready for the active ingredients of the TREE OF LIFE lotions.

Enriched in acacia honey to wake up the complexion while providing moisture and gently freshening the skin. Upon application, the skin is remoisturized and refreshed. The skin's beauty is restored by the purifying, protective and stimulating energy of Life Moringa Complex.

Enriched in chamomile, with its soothing virtues to comfort and soften the skin. Upon application, the skin is moisturized and soothed. Every day, the vital and purifying Life Moringa Complex's energy restores the skin's radiance and beauty.

MENU

Comments

Life Moringa Complex

Moringa seeds proteins: purify and reduce smoke and pollution particles

Moringa seeds peptides: protect and have anti-free radical properties

Seaweed extracts: stimulate cell renewal

Trainer's guide

Sequence 4 : HR Skincare

Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages



Trainer's guide

Sequence 4 : HR Skincare

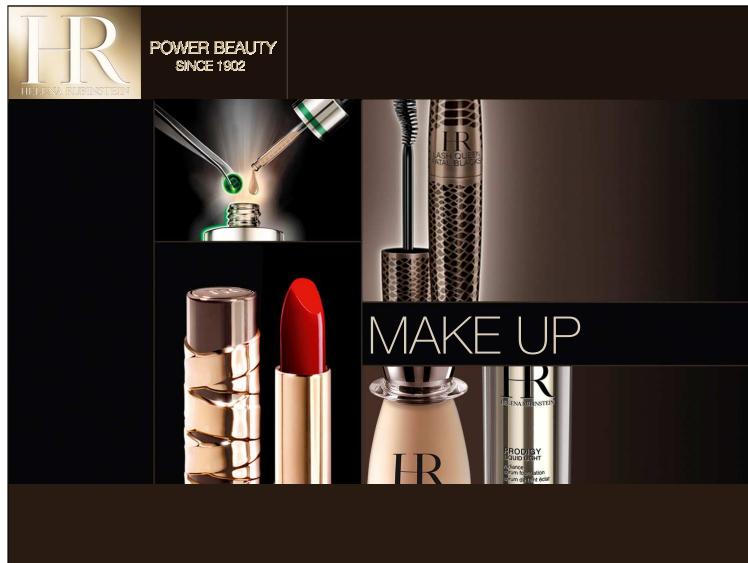
Tool : slideshow & interaction

Objective : mastering HR skincare, geography and key sales messages

Comments

HR SKINCARE GEOGRAPHY RECAP

Ask the participants to place the ranges previously presented into the skin care geography, then show corrections on the screen.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : introduction to HR Make up

Time : 10'



14h15

Comments

Make-up Introduction

- **High-Tech Innovation:** high-tech and anti-ageing textures.
- **Audacious luxury:** Products nestled in cases that unite artistic inspiration and packaging innovation.
- **Rejuvenating power:** HR gives you anti-ageing beauty tips to enhance and visibly rejuvenate your face.

Options : we suggest that the BAs try out the “focus eyes” 15 minutes service in order to experience the HR eye make up products.

In pairs, the participants step into the shoes of a customer or BA and do each other's eye make-up.

Encourage them to describe how they felt in the customer's place.

Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : discover the products

Time: 30'

Comments

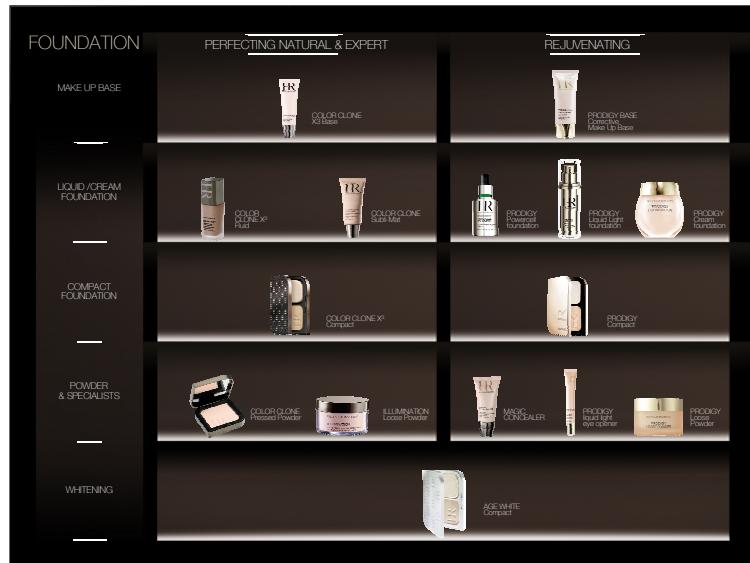
Introduce HR foundation as continuation of skin care: beautiful skin is achieved through a combination of skin care and foundation.

Master light to unify, sculpt and illuminate the face

For the most demanding women, complexion is a never ending quest for perfection; it is the ultimate aesthetics search. And to make it come true, according to Helena Rubinstein, it requires absolute scientific creativity. Sheer, flexible textures in total affinity with the skin combined with state-of-the-art active ingredients and fresh, illuminating shades; Helena Rubinstein's legendary know-how provides women with a perfect, time-defying complexion.

Textures in absolute affinity with skin Anti-ageing and hydrating ingredients for a rejuvenating effect Fresh, illuminating shades

Remind about **MUST HAVE COLOR CLONE**



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

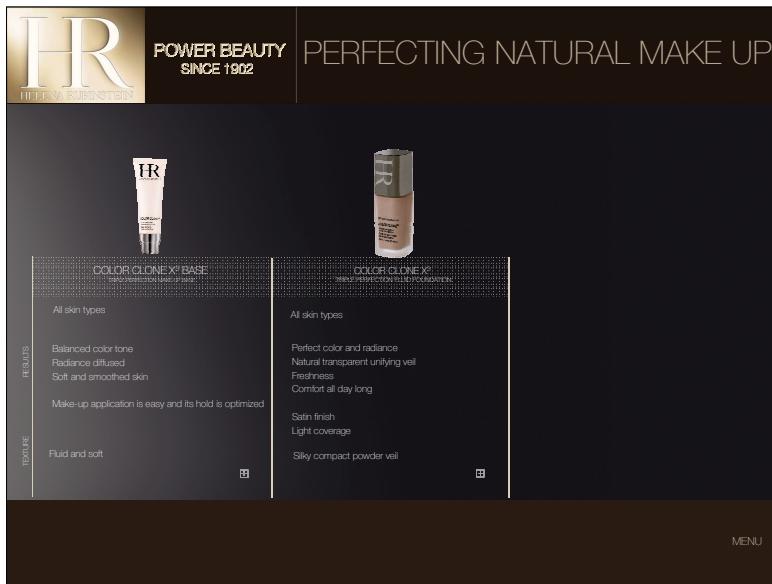
Comments

The HR foundation geography

Present the Perfecting Natural Make-up, the Color Clone range with focus on Color Clone, our fail-safe recommendation. A legend created in 2003 and since then our best-selling HR foundation.

Color Clone, the perfect complexion creator.

Then present the range of rejuvenating, expert and whitening foundations.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

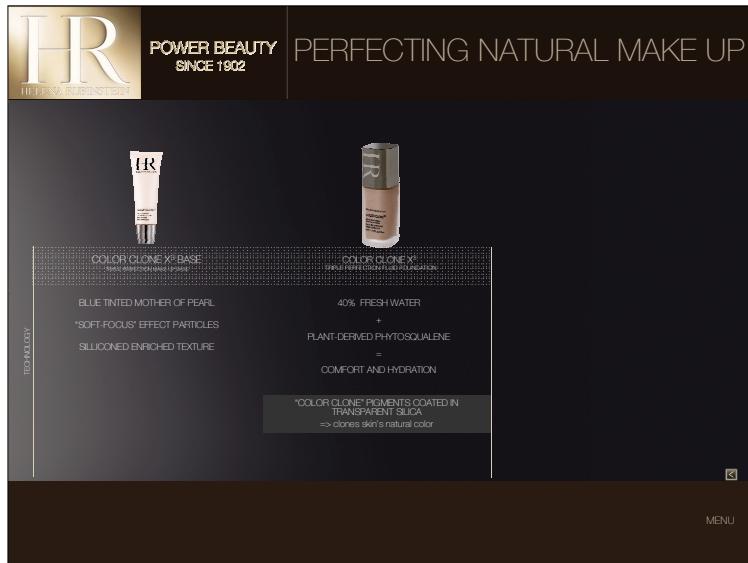
Comments

Color Clone X3 Base

It is a triple perfection make up base: perfect color, perfect radiance and perfect skin texture. It contains Color Enhancing System enriched with blue tinted mother of pearls. The light is diffused thanks to "soft-focus" effect particles. This base has a fluid and soft silicone-enriched texture.

Color Clone X3 Fluid Foundation

"Color Clone" pigments reproduce skin's own color structure. An association of complementary lamellar and spherical particles creates an incredibly thin and lasting veil for a sublimed complexion translucency. Infused with a formula containing 40% of fresh water + plant-derived phytosqualene, skin reveals a clear glow and fresh feeling, like the light which sparkles clear water. *Contains an SPF 20 PA ++ filter*



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

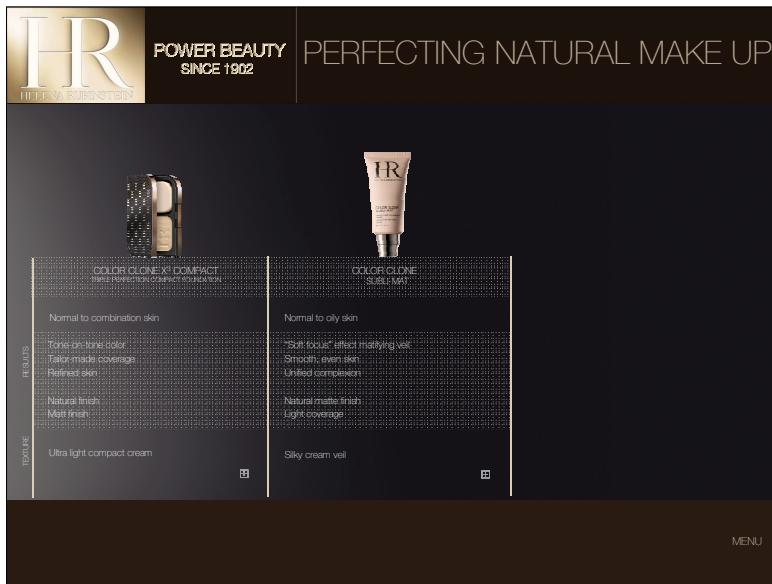
"Color clone" pigment:

Pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

Soft focus effect particles: hemispheric particles for an anti-wrinkle effect.

Mother of pearls: sublimate the skin in a soft light and help reduce the appearance of shadowed areas.

It adjust the skin tone to create a radiant and even complexion.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Color Clone X3 Triple Perfection Compact Foundation

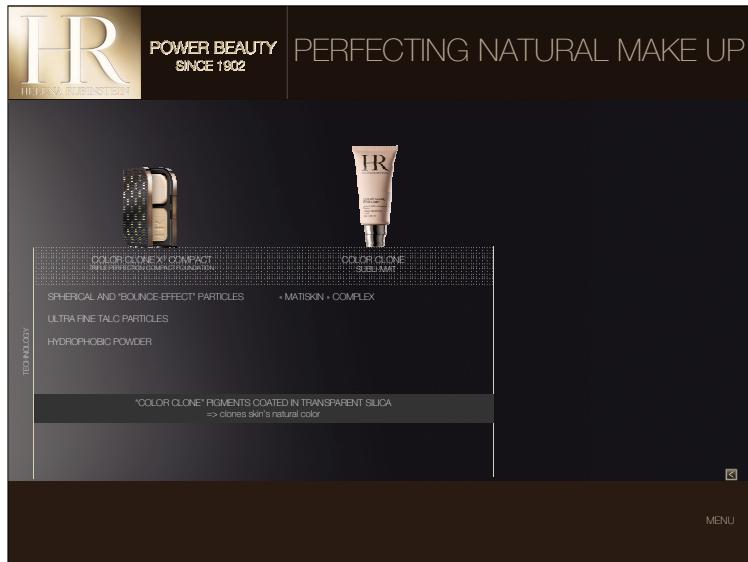
“Color Clone” pigments reproduce skin’s own color structure. The specific combination of complementary spherical and bounce-effect particles offers a thin and beautifying veil for a translucent complexion. Skin reveals a natural finish and a tone-on-tone color. This foundation provides a tailor-made coverage and help absorb sebum excess.

Unified and smoothed, complexion breathes a new perfection, as if refined and glowing from within.

Contains an SPF 30 / PA +++ filter

Color Clone Sublimat

A true intelligent complexion veil – beautifies and mattifies the complexion without creasing. A surprising combination of perfect long-lasting mattness and a “bare skin” finish thanks to “Matiskin™” complex’s ultra soft-focus properties and an ultra-fine texture, enriched with Color Clone pigments that adorn the skin with tone on tone color.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

"Color clone" pigment:

Pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

Spherical and "bounce effect" particles:

The combination of spherical and "bounce-effect" particles creates an ultra-comfortable powder texture, soft, supple and a smooth gliding and spreading.

Ultra fine talc particles: provides a smooth and even veil.

Hydrophobic powder: absorbs excess sebum.

"Matskin" complex:

Perfect mattness and "soft focus" finish.

POWER BEAUTY SINCE 1902

REJUVENATING & FOUNDATION

RESULTS	PRODIGY BASE CORRECTIVE SMOOTHING MAKE-UP BASE SPF 20	PRODIGY POWERCELL FOUNDATION SPF 15	PRODIGY LIQUID LIGHT FOUNDATION	PRODIGY CREAM FOUNDATION
All skin types	Prepared skin for a perfect make-up hold. Skin is soft and supple. Uniform finish. Transparent coverage. Fresh and delicate texture.	Youngful complexion. Skin smoothed, uniformity increased. Nude skin finish.	Luminous, healthy-looking radiance. Instant smoothing effect. Smooths & illuminates.	Instant anti-ageing effect. Smoothed, lifted, radiant complexion. Tan control & hydration.
TOUCHES	Prodigy anti-ageing power. Make-up hold. Skin is soft and supple. Uniform finish. Transparent coverage. Fresh and delicate texture.	In conjunction with Powercell serum, provides skin grafting power.	Transparent, uniform finish. Medium coverage. Aliases a serum with a fluid foundation.	Skin finish. Adjustable coverage. Rich and silky cream.
	Ultra-fresh and fluid texture. Light coverage with vegetal stem cells. Nude skin sensation.			
				MENU

Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Prodigy Base Make-up Base SPF 20

Corrective, smoothing make-up base, ideal to prepare skin for the application of HR foundation. Skin is smoothed, hydrated and nourished.

Prodigy Powercell Foundation

Following on from PRODIGY POWERCELL youth grafter care, we present... Prodigy Powercell Youthful Complexion Grafter Foundation; The 1st foundation as concentrated with vegetal stem cells as the Prodigy Powercell serum for a smooth, even complexion with a fresh, youthful glow. PRODIGY Powercell Foundation is the new anti-ageing foundation with ideal coverage to instantly unify the complexion with no visible streaks, to leave a nude skin sensation. Prodigy Powercell Foundation is the complement to all of the anti-ageing skin care ranges. When Helena Rubinstein laboratories created this surprising, ultra-fluid anti-ageing texture, the dropper was chosen as its ideal applicator. The new "serum-like" texture allows for unparalleled dosage: precise, precious and perfect (neither too much, nor too little)

Prodigy Liquid Light

Smoothing radiance serum foundation – visibly rejuvenating SPF 15.

The first smoothing foundation that allies the anti-ageing properties of a serum with the smoothing and illuminating power of a foundation. Youthful Radiance Reactivated: the "Liquid Light" complex acts as an intense radiance activator to reveal a visibly rejuvenated, more luminous complexion. Instant anti-fatigue effect: all the power of dynamizing Bio-Sap, rich in energizing caffeine, hydrating hyaluronic acid and nourishing Royal Jelly, for an instant reinvigorating effect. A half-foundation, half-serum texture: On application, the cream texture transforms into an ultra-light fresh serum for a subtle color result.

Prodigy Cream Foundation

The virtuoso skincare foundation

All the splendor of a foundation formula enriched with cutting-edge make-up technology for a perfect, flawless complexion. Day after day, the complexion achieves prodigious perfection. Smoothed, lifted and deeply moisturized, the complexion is ideally uniform and reveals long-forgotten radiance.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

"Perfect fix system": a complex made up of volatils oils (perfect hold) and SPF 25 filters (skin is protected from anti-ageing)

Prodigy Bio-Sap:

beech bud extract stimulates cellular renewal

royal jelly intensely nourishes

rice peptides fight collagen degradation

pro vitamin B5 smoothes the skin surface

"Smoothing-light active":

Smoothing-light is a silicone polymer that adds a finishing touch of roundness to the formula.

It also offers soft focus properties, acting as a light-diffuser allowing for the appearance of pores and wrinkles to be minimized by way of an optical effect.

"Vegetal Stem Cells":

Complementary with the skincare's active ingredients.

In a sense, prodigy powercell foundation offers skin an "extra dose" of vegetal stem cells to reinforce skin's biological health all day long.

This extra dose offered by the foundation instantly and temporarily helps to reconstruct skin's barrier function as a complement to the skincare's actions, which act in-depth and long-term both day and night.

"Liquid Light" complex: ultra-luminous concentrate, intense radiance activator, allows the complexion to rediscover all the freshness and radiance of youth.

Dynamizing Bio-Sap: a selection of active ingredients recognized for their instant anti-fatigue effects:

energizing caffeine for a stimulating effect

Manganese gluconate which activates micro-circulation for a healthy glow effect

Hydrating hyaluronic acid for a replumping effect

Royal jelly rich in essential amino acids for a nourishing effect



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Prodigy Compact

The light powdered texture, sumptuously smooth and soft as a cushion, delicately melts into skin, maintaining long-lasting softness throughout the day. A unique formula enriched with Bio-Sap delivers a resplendent flawless skin finish. Wrinkles are as if erased: the skin texture is refined, skin looks visibly younger. An association of incredibly regular light multi-diffusers and reflecting micro-pearls illuminates the complexion in a subtle halo of light. Coated pigments deliver durable skin translucency and evenness.

Age White Reverser

Ultimate clarity powder foundation

A dual-action whitening compact foundation to reveal an ultimate clarity. Optimal coverage with an ultra-thin velvety texture. The natural radiance of skin is sublimated and imperfection concealed. The "Age Spot Minimizer" complex clarify skin tone. Complexion regains an ultimate transparency and divine white radiance ; skin is protected.



Trainer's guide

Sequence 5 : HR Make up

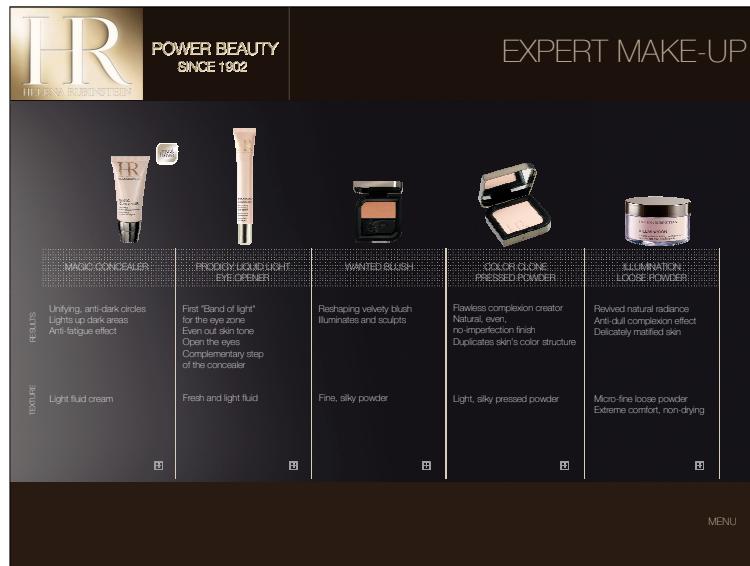
Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

"Age spot minimizer" complex: an algae extract from cold seas (agarum cribosum) limits the effect of the specific enzymes responsible for the synthesis of melanin to reduce its production. Vitamin CP joins forces with vitamin CG to reduce the transfer of melanin from melanocytes to keratinocytes thereby minimizing any impact on skin colouring.

"Powerful antioxidant" complex: vitamin E based complex



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Magic Concealer

Anti-dark circles, unifying, anti-fatigue.

To light up dark areas and smooth the eye contour, Helena Rubinstein creates Magic Concealer, a concealer enriched with pearly microparticles: as if by magic, dark circles and puffiness disappear to reveal eyes that are revived, brighter and visibly free of signs of fatigue.

Prodigy Liquid Light Eye Opener

The first band of light that visibly reveals fresh and youthful-looking eyes.

More than an illuminator, the ideal complementary step of the concealer for an even out skintone and eye-opening effect.

Ergonomic metal applicator for an ultra simple and invigorating application.

Wanted Blush

Velvety blush. Reshaping radiance.

A velvety blush texture to perfectly sculpt or light up cheekbones with ideal color intensity. A fine, silky texture for a fresh complexion and lasting comfort.

Color Clone Pressed Powder

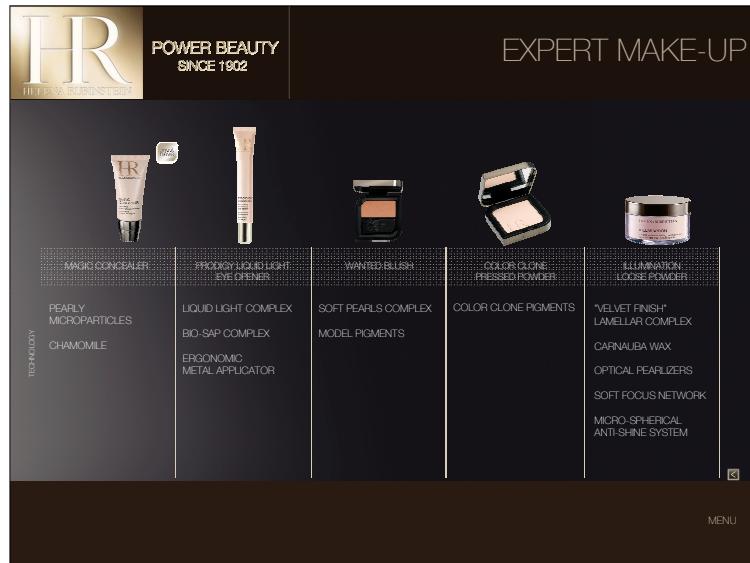
Flawless complexion creator.

Pressed powder for a natural and even finish. Pressed powder enriched with "color clone" pigments that duplicate the skin's color structure for an even, perfectly natural and flawless complexion. A light, silky texture for an immediate sensation of comfort and softness.

Illumination Loose Powder

Revived natural radiance loose powder. Extreme comfort and softness.

Loose powder with Optical Pearlizers for an anti-dull complexion effect and delicately matified skin that seems illuminated from within. Silky, non-drying, loose micro-fine texture.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Pearly micro-particles: matify, sublimate skin in soft light and brightens dark areas

Chamomile: helps soothe puffiness.

Liquid Light Complex

ultra-luminous concentrate, instant intense radiance activator, allows the complexion to rediscover all the freshness and radiance of youth.

Bio-Sap Complex

A selection of active ingredients recognized for their instant anti-fatigue effects:

- energizing caffeine for a stimulating effect
- manganese gluconate which activates micro-circulation for a healthy glow effect
- hydrating hyaluronic acid for a replumping effect
- royal jelly rich in essential amino acids for a nourishing effect
- beech bud extract stimulates cellular renewal
- rice peptides fight collagen degradation
- pro vitamin B5 smoothes the skin surface

Soft pearls complex™: a unique combination of soft powders and silicone micro-pears

“Color clone” pigment: pigment coated in transparent silica which reproduces the color structure of the skin without changing its original tone.

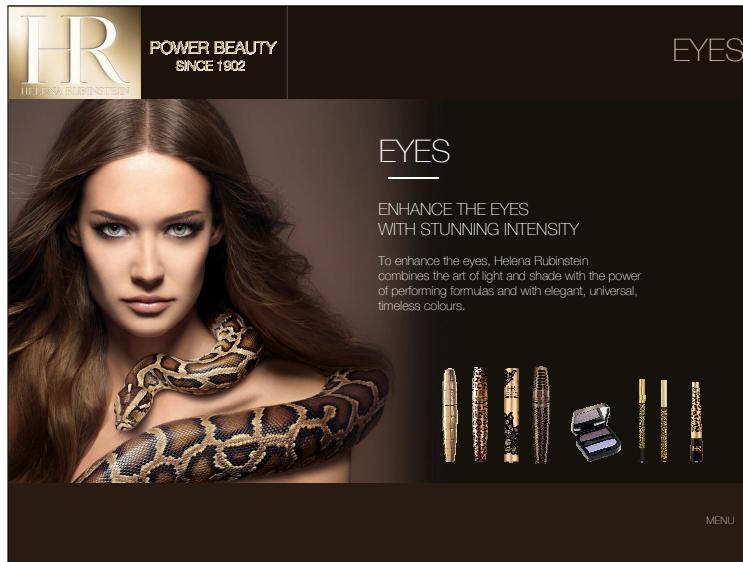
“Velvet finish” lamellar complex: a combination of mica and talc, gives skin a velvety peach-skin finish and perfect mattness.

Carnauba wax: filmogene and protective properties.

Anti-dull complexion optical pearlizers: contain purple-blue and orange pearly micro-particles which multiply and boost light reflection. Violet neutralizes dull complexions, unifies and corrects minor skin imperfections with an optical effect, whilst orange brings a touch of healthy glow and enhances the complexion.

Soft comfort network: a composition of mica lamellas coated with carnauba wax and silica micro-spheres, brings comfort and softness upon application whilst preserving skin hydration.

Micro-spherical anti-shine system: combines matifying nylon beads with anti-sebum, anti-sweat micro-powders for a naturally matified complexion.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

EYES

The eyes are a key element in beauty, fully expressing personality and femininity. For a youthful-looking face, eyes need to be magnified, luminous and subtly highlighted. To enhance the eyes, Helena Rubinstein combines the art of light and shade with the power of performing formulas and with elegant, universal, timeless colours.

Eyes spotlight the eyes with stunning intensity

Eye shadow, pencil, mascaras and not forgetting "magic concealer" THE MUST HAVE



POWER BEAUTY
SINCE 1902

MASCARAS

MASCARAS

PIONEERING EXPERTISE, OBJECTS OF DESIRE

Inventor of the 1st waterproof mascara in 1939 and of the 1st automatic mascara in 1958, for over 70 years Helena Rubinstein has been revolutionizing eye make-up and boldly reinterpreting the mascara.



MENU

Comments

Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages



POWER BEAUTY
SINCE 1902

FILM



SEXY BLACKS



MENU

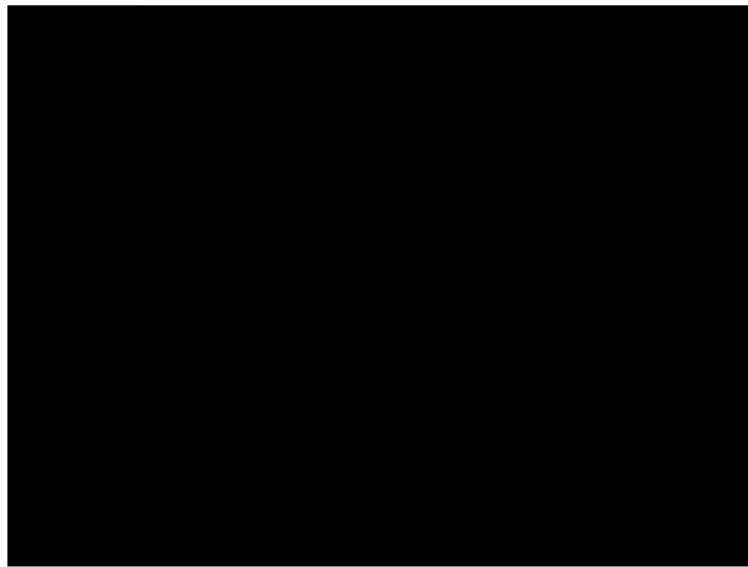
Trainer's guide

Sequence 5 : HR Make up

Outil : film

Comments

Click on the active zone to start the film.



Trainer's guide



Comments





POWER BEAUTY
SINCE 1902

FILM



FATAL BLACKS



MENU

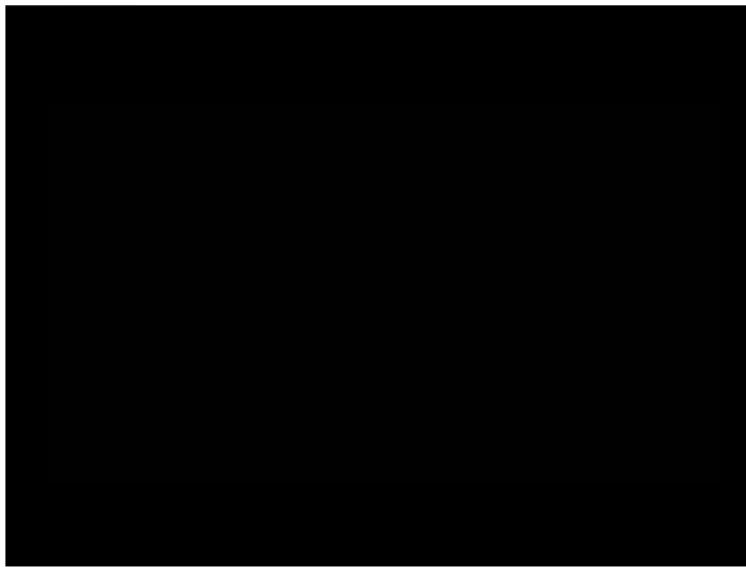
Trainer's guide

Sequence 5 : HR Make up

Outil : film

Comments

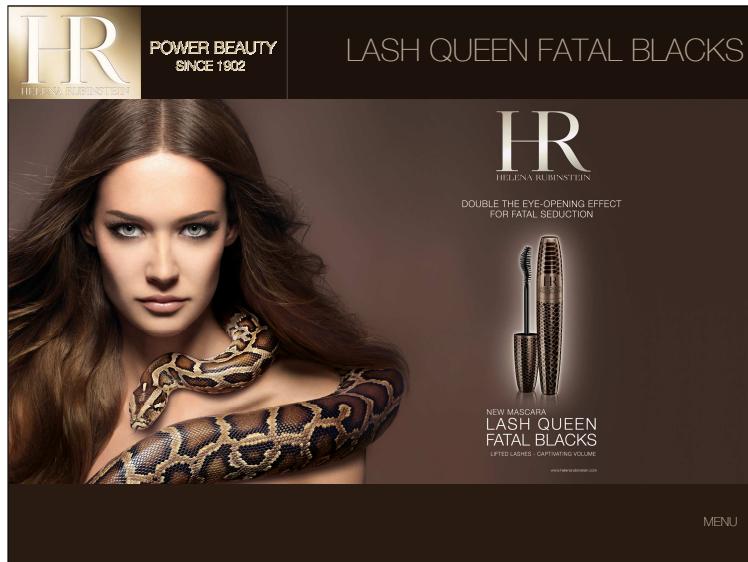
Click on the active zone to start the film.



Trainer's guide

Comments





Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : discover the products

Comments

LASH QUEEN FATAL BLACKS

Lifted lashes & captivating volume

Double the eye-opening effect for fatal seduction



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Lash Queen WP

Intense adornment of the eyes. Captivating volume and lengthening. Helena Rubinstein draws inspiration from the sumptuousness of fur to create the very best in intense volume. It unites two properties until now incompatible: maximal coating volume from root to tip as well as unprecedented lightness and flexibility.

Lash Queen Feline Blacks WP

Intense adornment of the eyes. Captivating volume and lengthening. Intense volume mastered and boldly extended length. Its formula, generously enriched with Ultra-black pigments, combined with its exclusive anti-clogging brush tames lashes with precision for infinitely captivating eyes.

Lash Queen Feather Collection

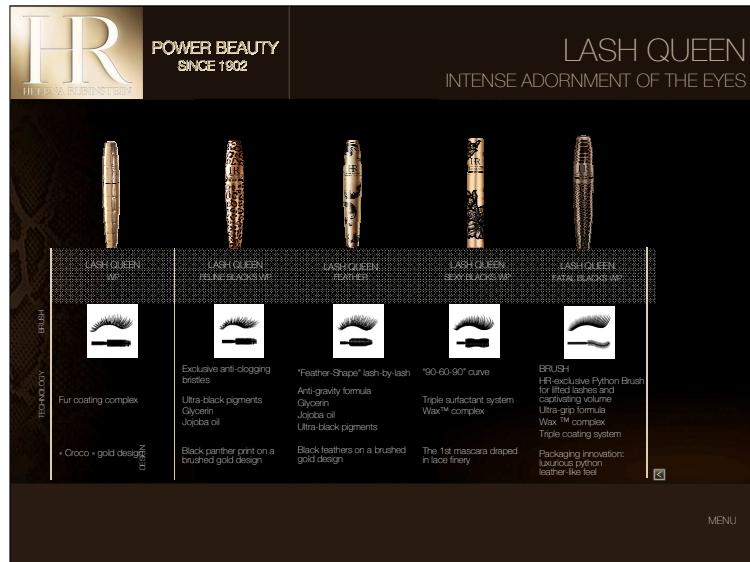
Featherweight volume mascara without a single clump. Long-wear, airy volume for seduction in the blink of an eye. Anti-gravity formula for light-as-a-feather volume. New "Feather-Shape" brush for a lash-by-lash result without a single clump.

Lash Queen Sexy Blacks WP

Push-up volume, provocative curves. Continually pushing the boundaries of innovation and glamour, always groundbreaking and infinitely feminine... Helena Rubinstein creates the first lace-design mascara, for push-up volume and provocative curves. A generous, corset effect formula providing thickening, supple and elegant lash-by-lash sculpting which holds the lash curve.

LASH QUEEN Fatal Blacks WP

Lifted lashes & captivating volume. Fatal opening of the eyes. Lashes are lifted from their roots for a dangerously predatory look. Helena Rubinstein packaging innovation: luxurious python leather-like feel.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Fur Coating Complex:

"Smooth feeling" waxes: an unprecedented fluid application

The formula combines several "soft" thickening waxes: application of multiple layers is finally made possible without stiffening or clumping.

Surface-active agent: a partner for volume and shine

A texturizing agent derived from hair care technology which finely disperses the waxes and allows for more even distribution from root to tip. Even, the smallest lashes are perfectly sculpted.

Palm, jojoba and cottonseed oil: softness

These 3 ingredients gently strengthen and protect lashes by respecting their gentle nature.

Anti-gravity formula: for light-as-a-feather volume.

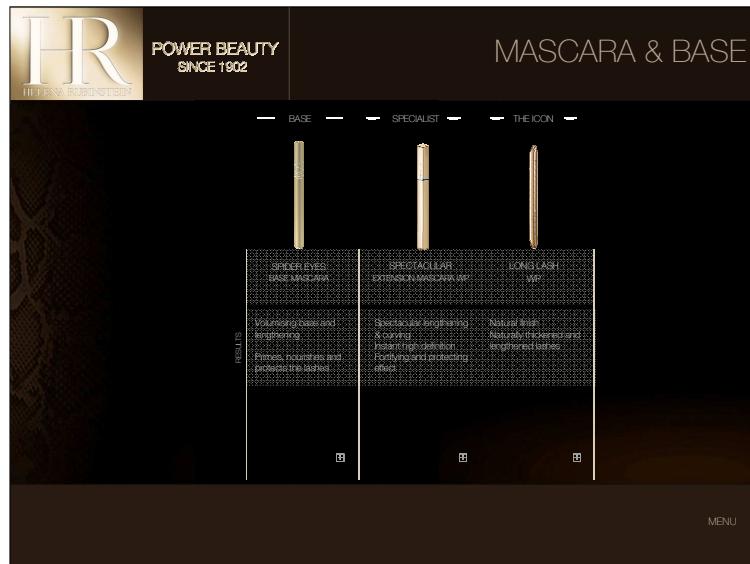
Glycerin: hydrating agent

Jojoba oil: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.

Triple surfactant system: texturizing agents combined with waxes and pigments creating a fluid, creamy texture which glides on for easy application. "Corset" effect which sets and holds the lash curve.

Wax™ complex: ensures maximum lash-by-lash coverage for incredible volume without excess thanks to a unique association of waxes (rice, beeswax, candelilla...)



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Spider Eyes Base Mascara

Triple performance mascara base to prime, nourish and protect the lashes. To be worn under all HR mascaras in order to boost their effects. Improved mascara hold and more intense, more striking color. 1 white base shade.

Spectacular Extension WP

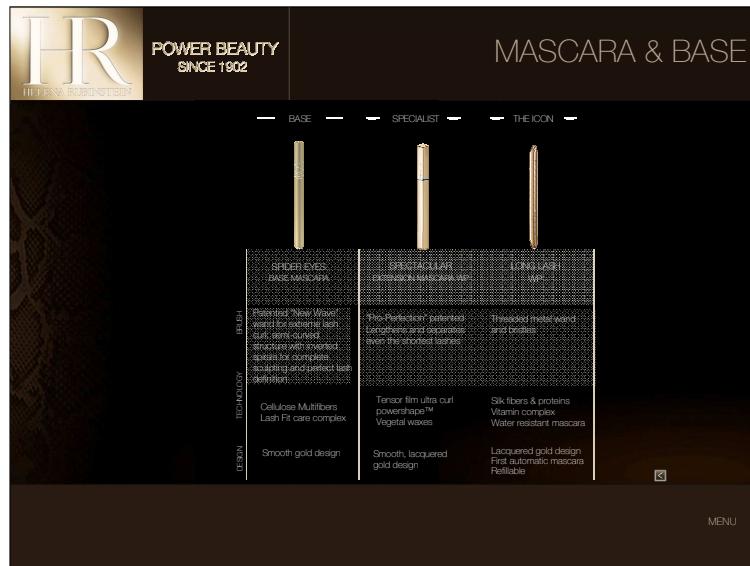
Mascara for spectacular length and perfect definition.

The first HELENA RUBINSTEIN lengthening mascara enriched with LIFE FORCE COMPLEX to boost the natural growth of lashes.

Instantly: lashes are infinitely extended with optimum precision.
Everyday: lashes are not shed prematurely during make-up removal.
Result: after one week, lashes are visibly longer, fuller and stronger.

Long Lash mascara

Mascara with thickening and lengthening silk fibers for a natural result. Water-resistant and refillable. Treatment cream enriched with silk fibers.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Cellulose Multifibers: volume and lengthening effect

Lash Fit care complex: protects and nourishes

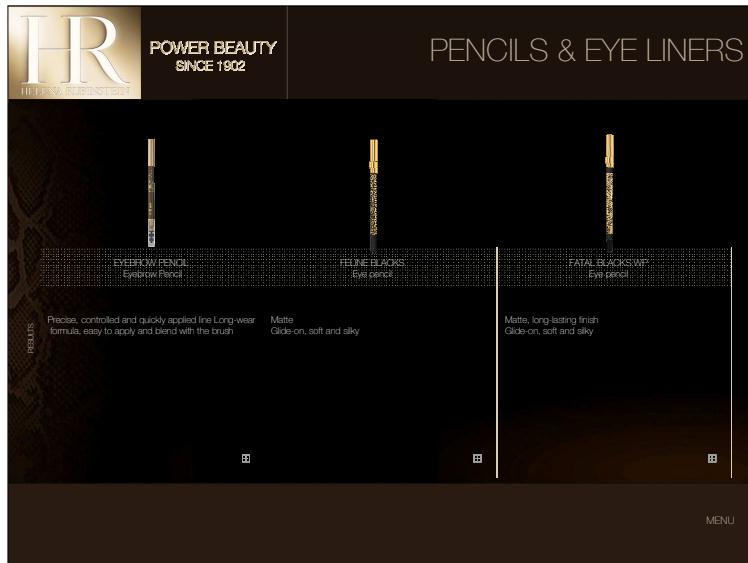
Tensor film ultra curl powershape™ : vegetal rice wax: lengthening and curving

Vegetal waxes: coating effect, smooth covering, soft, flexibility

Silk proteins: protect

Silk fibers: lengthen lashes

Vitamin complex: thickens and fortifies



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

EYEBROW PENCIL

Eyebrow pencil with an incorporated brush.

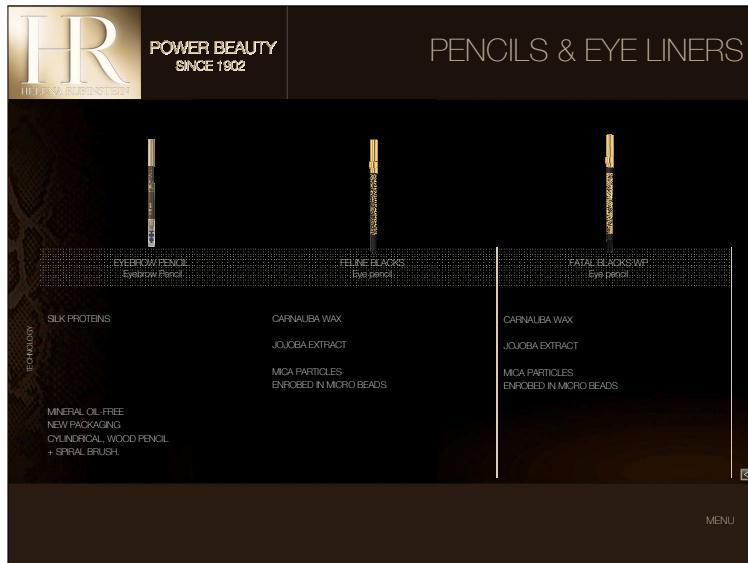
New long-wear, semi-solid formula, for remarkably simple application: a precise, controlled and quickly applied line. New Packaging: a cylindrical wood pencil with an expert spiral brush applicator for an impeccable result. Light texture, easy to apply and blend with the brush.

FELINE BLACKS EYE PENCIL

Matte. Easy application. Glide-on, soft and silky.

FATAL BLACKS EYE PENCIL WP

Matte. Long-lasting finish. Easy application. Glide-on, soft and silky.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

EYEBROW PENCIL

Silk proteins: protect

FELINE BLACKS EYE PENCIL

Carnauba wax: an extremely hard wax with filmogenic and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

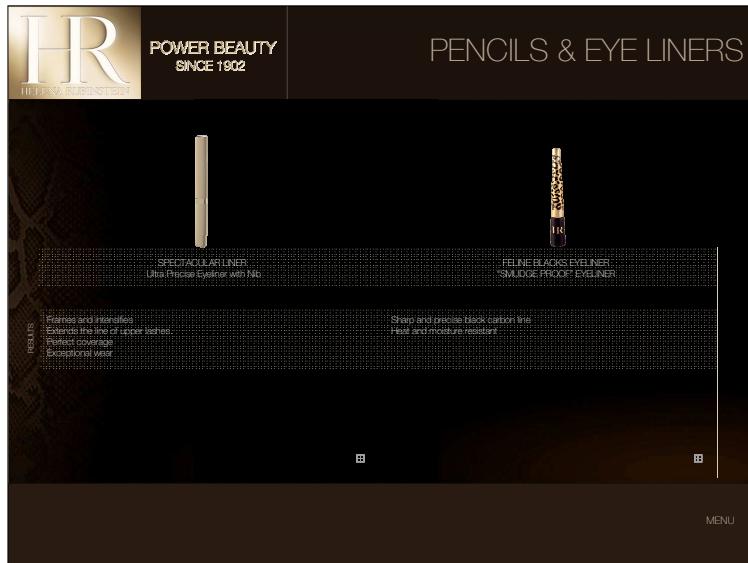
Mica: used as a colorant for its opaque qualities.

FATAL BLACKS EYE PENCIL WP

Carnauba wax: an extremely hard wax with filmogenic and protective properties.

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Mica: used as a colorant for its opaque qualities.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

SPECTACULAR LINER

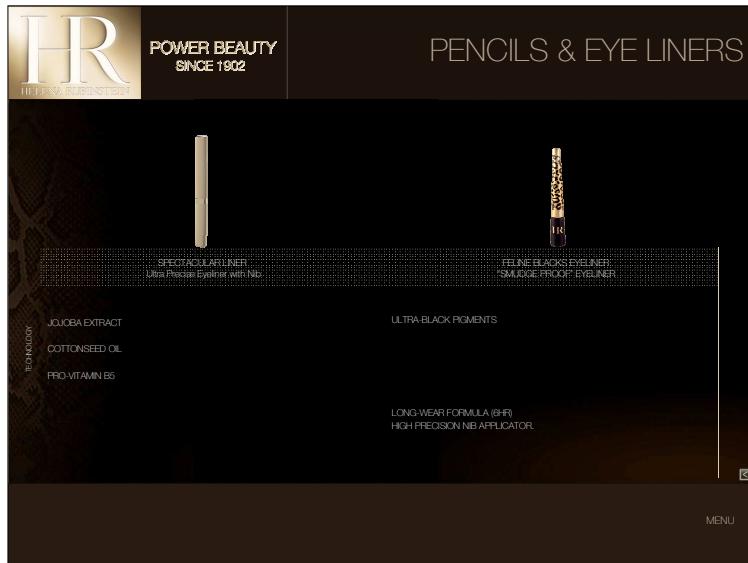
Ultra Precise Eyeliner with Nib.

Frames, intensifies and extends the line of upper lashes. Perfect coverage. Exceptional wear. Fluid.

FELINE BLACKS EYELINER

Frames the intensity of feline eyes.

The flexible tapered brush ensures easy application for a sharp and precise line. A smudge-proof, long-wear formula enriched with ultra-black pigments, for captivating eyes all day long.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

SPECTACULAR LINER

Jojoba extract: an oil whose composition closely resembles that of natural sebum. It creates a nourishing, non-greasy layer at the skin's surface. When used in make-up, it ensures easy, gentle application.

Cottonseed oil: protects

Pro-vitamin B5: fortifies, smoothes

FELINE BLACKS LINER

Ultra-black pigments: pigments made up of ultra black particles which capture light and create a deep, intense shade of black.



POWER BEAUTY
SINCE 1902

WANTED EYES



WANTED EYES PERFECT HARMONIES DUO	WANTED EYES PALETTE PERFECT HARMONIES QUAD
Instantly enhanced eyes Light and shadow effects to reveal the intensity of the eyes	Instantly enhanced eyes Light and shadow effects to reveal the intensity of the eyes
Soft, smudge-proof texture Lastingly radiant	Soft, smudge-proof texture Lastingly radiant

ESSENCE

TEXTURE

TECHNOLOGY

Micronized pigments + softening agents



MENU

Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

WANTED EYES DUO

Perfect color blend eyeshadow.

Wanted Eyes is a brand new combination of two shades to ensure perfect blending. One intense, vibrant tone, the other a shimmering white with hints of blue or gold, enabling you to lighten and add sparkle to the color as desired. Shading is instantly flawless and color sumptuous.

WANTED EYES PALETTE

Eyeshadow – Perfect harmonies quad.

A unique combination of shades and textures for instantly enhanced eyes. A subtle alchemy of colors and effects which play with light and shadow, to reveal the true intensity of the eyes. Lastingly radiant, soft, smudge-proof textures.



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Time :10'

Comments

LIPS

Last but not least of Helena Rubinstein's beauty revelation, the make-up of the lips is the final touch which brings utmost femininity.

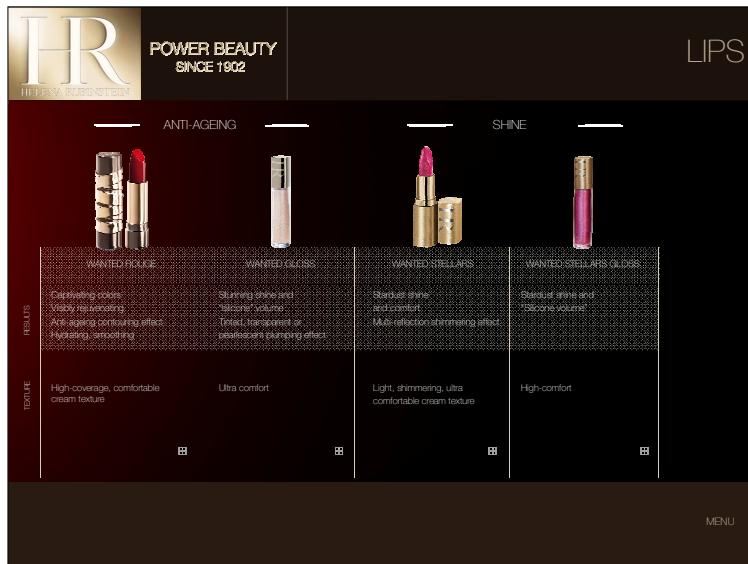
Helena Rubinstein offers an entire spectrum of precious effects - from satin to shimmer, high coverage to the most translucent - to play between ultra-natural and voluptuousness expressing the seductive part of your personality.

Helena Rubinstein Laboratories enrich the comfortable textures with Lip Serum Complex and hyaluronic acid to offer a visibly rejuvenating effect and a captivating color result.

Lips: perfect your smile with a hint of sensuality

Don't forget COLLAGENIST LIP ZOOM, for an immediate plumping effect which prepares lips: our must have lip care product

Reminder of the lipstick must have WANTED ROUGE



Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

Objectif : mastering HR make up, geography and key sales messages

Comments

Wanted Rouge

Wanted Rouge: "the lipstick of all temptations". Captivating colors, Visibly Rejuvenating.

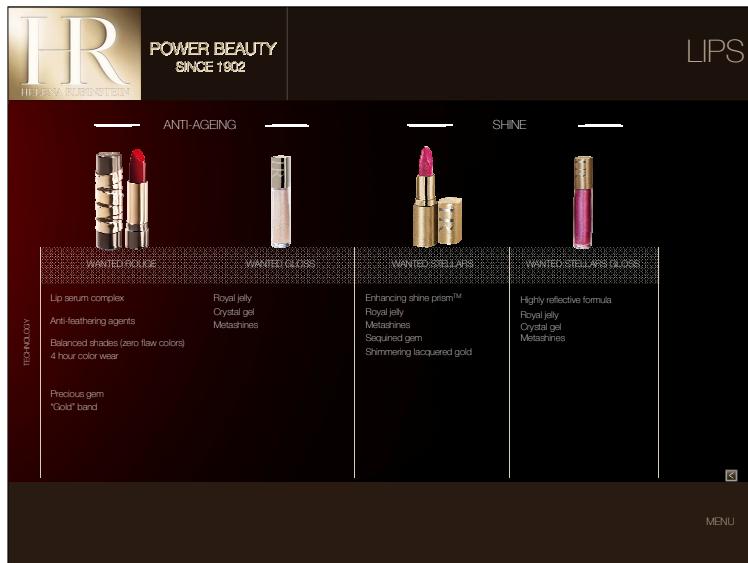
Wanted: a range of lipsticks enhanced with Lip serum complex = Beta-X Jelly (Pro-xylene + royal jelly) + Hyaluronic Acid.

The visibly rejuvenating power of a comfortable anti-ageing formula.

Wanted Stellars

Stardust shine and comfort. Boosted sparkle. Addictive comfort.

A revolution in sparkling shine. A revelation in comfort. Extreme shine reveals a new-found sensuality and gorges lips with light. To generate sparkle as dazzling as stardust, WANTED STELLARS mischievously toys with radiance. Working like a shine enhancer its new "Enhancing Shine Prism™" technology not only plays on the radiance of METASHINE particles but on the highly reflective properties of the formula.



Comments

Lip serum complex: composed of Beta-X Jelly (pro-xylane and royal jelly) for an anti-ageing effect, and hyaluronic acid which plumps and rehydrates.

Enhancing shine prism™: an ultra reverberation film which optimizes color projection.

Royal jelly: combats the ageing process, hydrates, nourishes, smoothes and softens.

"Metashines": sparkling particles

Enhancing shine prism™, royal jelly.

Trainer's guide

Sequence 5 : HR Make up

Util : slideshow & interaction

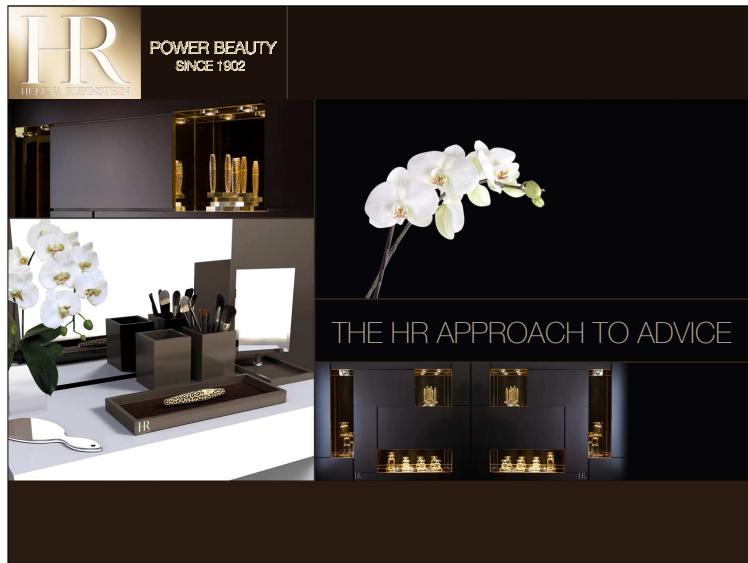
Objectif : mastering HR make up, geography and key sales messages



15h30



BREAK 20'



Comments

Introduction to the HR beauty revelation, the sales advice by Helena Rubinstein.

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Time : 45'



15h50

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Ask the group: what does the term "global approach" mean to you?

Note down responses on the paper board and summarize.

The 3 Beauty Revelation steps (Target, treat and enhance) will be offered according to women's main expectations and different types of ageing (link with learnings from first sequences).

Of before/after in the training booklet (5 groups "customer expectations")

This Beauty revelation belongs to a bigger sales method: the Global Beauty approach:

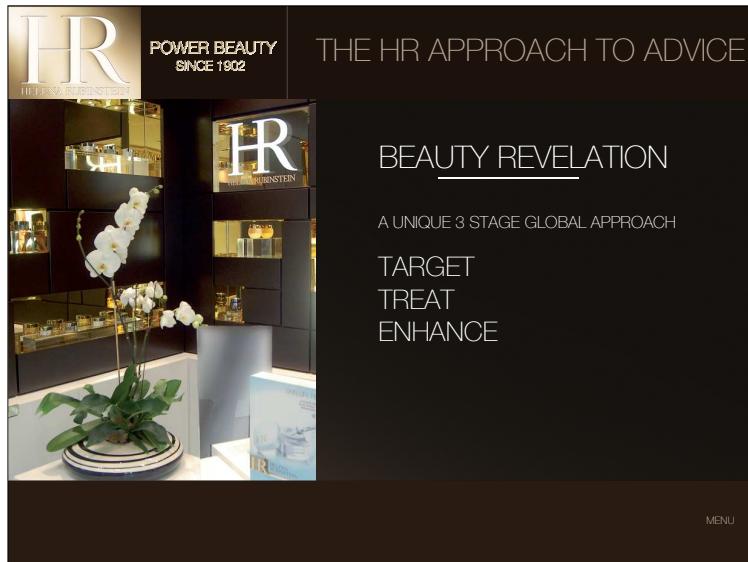
Welcome, diagnosis, prescription (expert techniques + products + make-up + application tips), beauty revelation proposal (to suit the customer's availability: focus or expert), close the sale, ensure customer loyalty.

Systematically use the HR approach in front of a mirror: "what aspect of your skin would you like to improve.../ what are you looking to achieve for your face / your eyes / your smile?

Show me?"

The facilitator puts themselves in the position of coach.

They systematically change and elaborate on the professional techniques and added extras which make this a luxurious service, and give hints and tips to carry out complementary sales.



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

It's now over to you to practice your effective concise sales technique, which emphasizes both your expertise and the quality of HR advice!

3 KEY WORDS :

TARGET

TREAT

ENHANCE

POWER BEAUTY SINCE 1902

BEAUTY REVELATION

TARGET

TREAT

ENHANCE

DIAGNOSIS IN FRONT OF THE MIRROR
"If you look at your face in the mirror, what would you like to improve? Can you show me?"

FACE CARE ADVICE
According to the customer's anti-ageing priority, treat the face using global or specialist anti-ageing care.

MAKE-UP ADVICE
Enhance and visibly rejuvenate the face using radiant, subtle and tailored make-up.

MENU

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

BEAUTY REVELATION HR :

Target in front of the mirror: "Can I ask what aspects you are hoping to change?"

Help the customer express their concerns by asking open-ended questions (ex: which products and which textures have been used? Were you pleased? Why? What result are you looking for?)

Rephrase the customer's expectations

Treat: explain the global HR solution: deep-down, at skin level and on the surface!

Enhance: suggest and explain the very simple techniques the customer can use to enhance her face (complexion and make-up advice)

Finally, if the customer has time, suggest a FOCUS beauty application, or if they are not available, suggest an appointment.

Conclude by giving your customer the opportunity to be in the HR address book, and offer appropriate samples corresponding to her needs.



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BEAUTY REVELATION IN PRACTICE

MENU

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR



17h20

Comments

Short exercises on sales technique.



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LINK SELLING

IDEAL LINK SELLING:

SERUM + CREAM + EYE CREAM + FOUNDATION

MENU

Trainer's guide

Séquence 7 : le conseil beauté selon HR

Outil : mise en situation à l'aide du slideshow

Objectif : se familiariser avec la méthode de vente

Comments

Ideally, when you make sale, you have linksell, in other words, link the purchase of a product to other complementary products, to offer your customer the personalized skincare routine that is the most appropriate for her.

The classical linkselling is: a serum + a day cream + an eye cream + a foundation.

Arguments for linkselling:

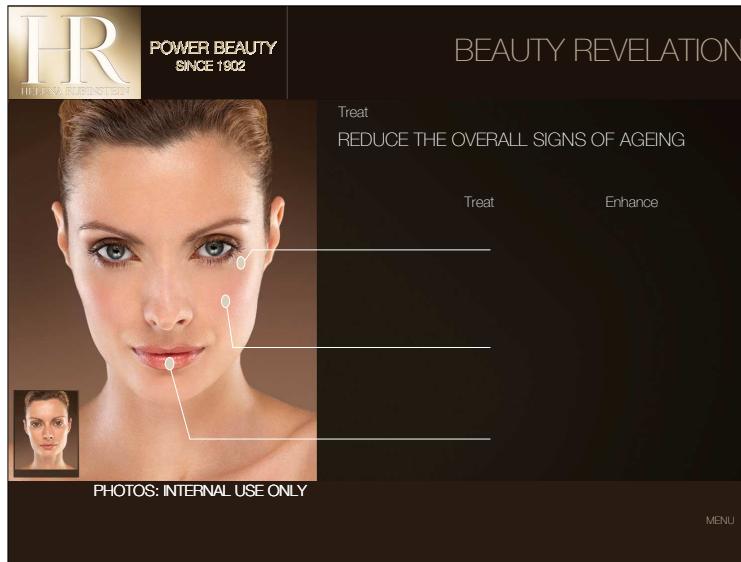
Why a serum: the serum is a concentrate of active ingredients, acting in the deepest layers of the skin.

Why a cream: the cream completes the action of the serum, it helps to prolong its effects, while protecting, hydrating and nourishing the skin.

Why an eye cream: the eye contour is the thinnest and most fragile area of the face (3 to 5 times thinner than the rest of the face). It is essential to provide it with a specific product.

Why a foundation: the foundation helps to even skin tone, give it radiance, smooth it, cover it, according to its specificities. Some foundations even have a complementary skincare action (such as Prodigy Powercell Foundation).

Obviously, this case needs to be adapted depending on what the customer wants (example: a customer who comes back to repurchase her usual cream...).



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Lets look together at how to link the different HR products according to the expectations expressed by the customer (be it spontaneously or following your targeted questioning as we have previously seen)

1st customer expectation: globally reduce signs of ageing.

With the group, choose which products to recommend to this customer. The answer is on the next slide.

Here, you can draw on the training book, which will remind them about it and reinforce how useful it is!



Trainer's guide

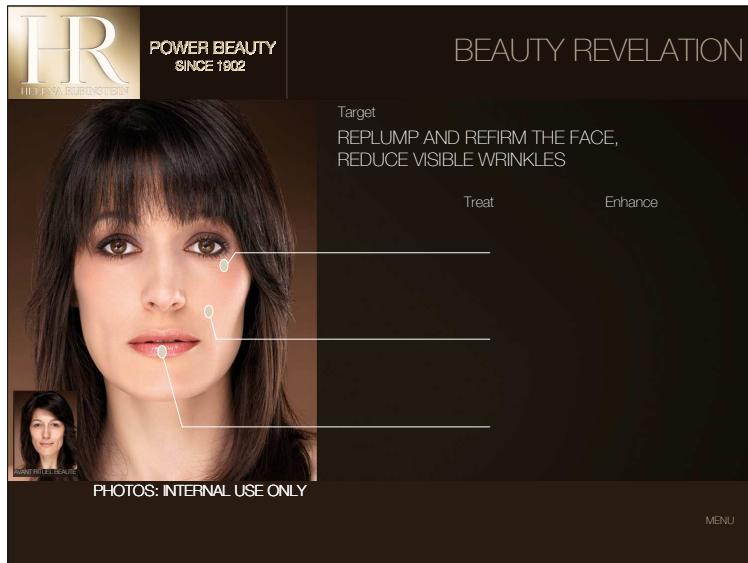
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

2nd customer expectation...

- Read the customer's concern

With the group, identify the 3 zones to target

Together, identify which products should be advised to her

Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Trainer's guide

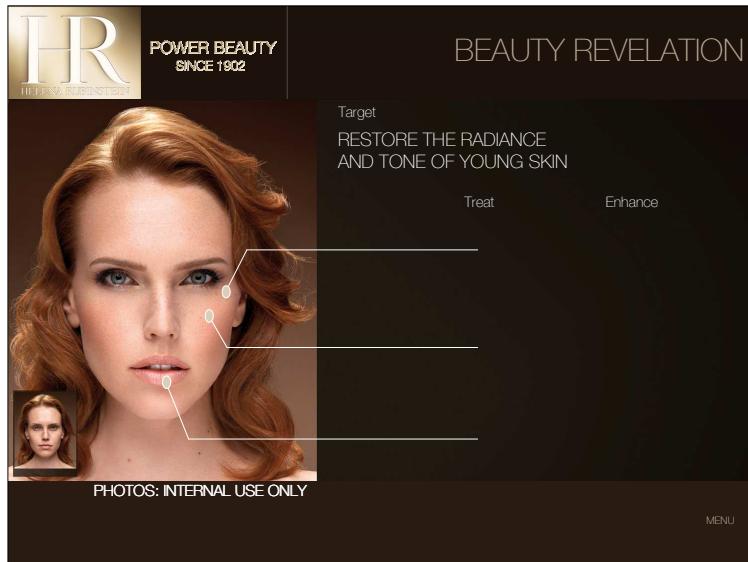
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



The image shows a digital interface for an HR Beauty skincare product. In the top left corner is the HR logo with the text 'POWER BEAUTY SINCE 1902'. To the right is the product name 'BEAUTY REVELATION'. Below the name is a section titled 'Target' with the subtext 'RESTORE THE RADIANCE AND TONE OF YOUNG SKIN'. To the right of this text are two buttons: 'Treat' and 'Enhance'. The central part of the interface features a portrait of a woman with red hair. Three white lines with circular endpoints point from the text 'Target' to the woman's skin, specifically highlighting the areas around her eyes, nose, and mouth. In the bottom left corner of the main image area is a small thumbnail of the woman's face. At the very bottom of the interface is a dark bar with the text 'PHOTOS: INTERNAL USE ONLY' and a 'MENU' button.

Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

3rd customer expectation : restore the radiance and tone of young skin

Read the customer's concern

- With the group, identify the 3 zones to target
- Together, identify which products she should be advised
- Display the answer on the next slide

You can now draw on the information given in the training booklet, which will not only introduce the booklet to participants but show them how useful it will be to them in the future!



Trainer's guide

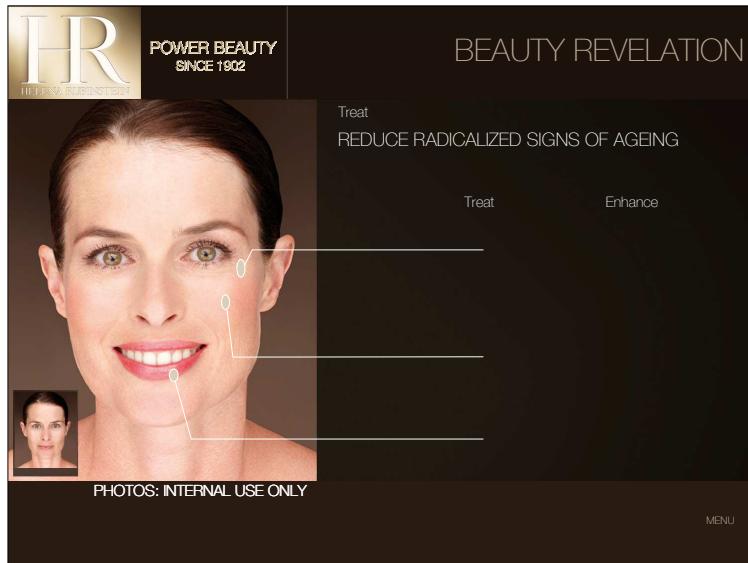
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

4th customer expectation : reduce radicalized signs of ageing.

With the group, choose which products to recommend to this customer.
The answer is on the next slide.

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Trainer's guide

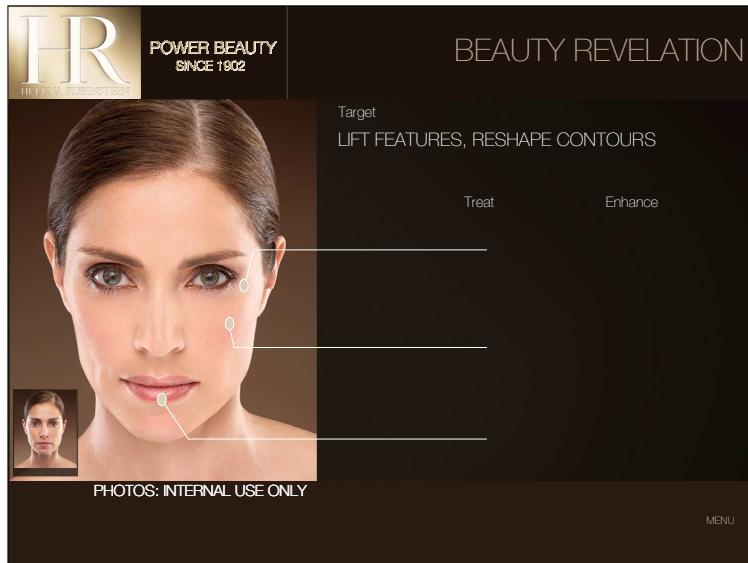
Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

And finally, the 5th customer expectation: lift features, reshape contours

Read the expectation and ask the group to respond, in order to check they understand the links and find them logical with regards to the HR sales technique (target/treat/enhance)



Trainer's guide

Sequence 7 : The HR Beauty Revelation

Tool : slideshow & interaction

Objective : present the sales advice method by HR

Comments

Answer



POWER BEAUTY
SINCE 1902

LATEST NEWS

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Time : 10'

Comments

This sequence is a good opportunity to present the brand's latest news.

Please complete with your own news (next training dates, press conferences, press coverage, other events...).



POWER BEAUTY
SINCE 1902

ALL THE JOURNALISTS ARE TALKING ABOUT IT

HR LATEST NEWS



MENU

Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



POWER BEAUTY
SINCE 1902

ALL THE JOURNALISTS ARE TALKING ABOUT IT



HR LATEST NEWS

Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



POWER BEAUTY
SINCE 1902

HR LATEST NEWS



IN THE PRESS

MENU

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



POWER BEAUTY
SINCE 1902

HR LATEST NEWS



PRESS CONFERENCE



MENU

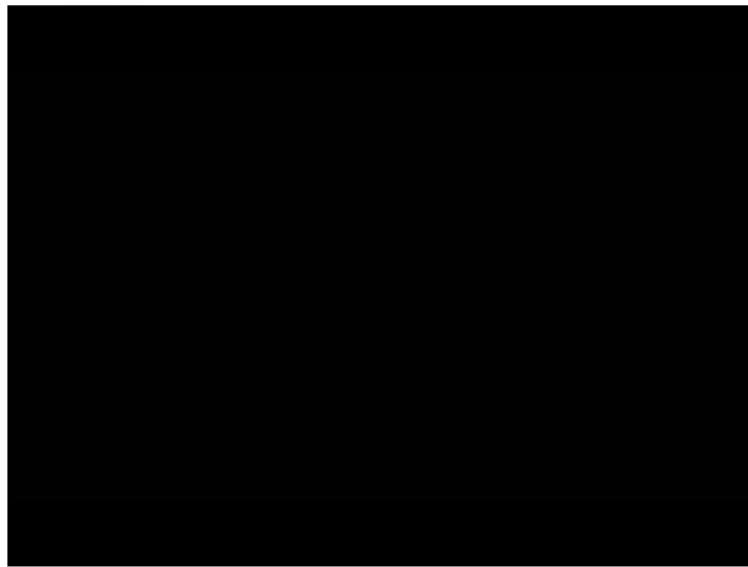
Trainer's guide

Sequence 8 : HR News

Tool : film

Comments

Click on the active zone to start the film.



Trainer's guide



Comments





POWER BEAUTY
SINCE 1902

ALL THE JOURNALISTS ARE TALKING ABOUT IT

HR LATEST NEWS



I 23% degli americani oggi cominciano a provare, per la prima volta, ad un'estetica, i processi di produzione cosmetologico.

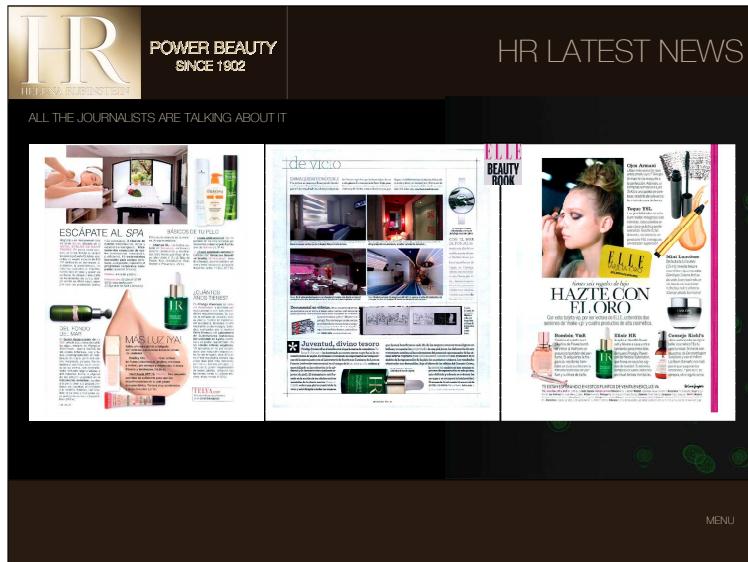
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



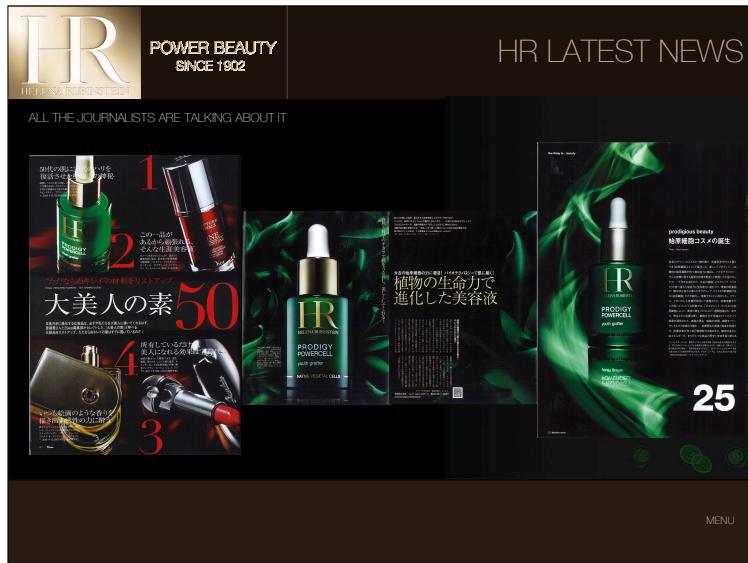
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



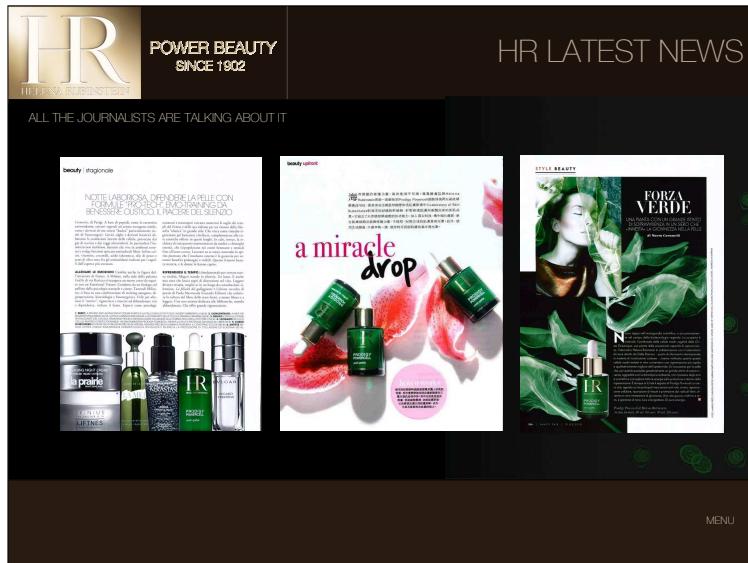
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



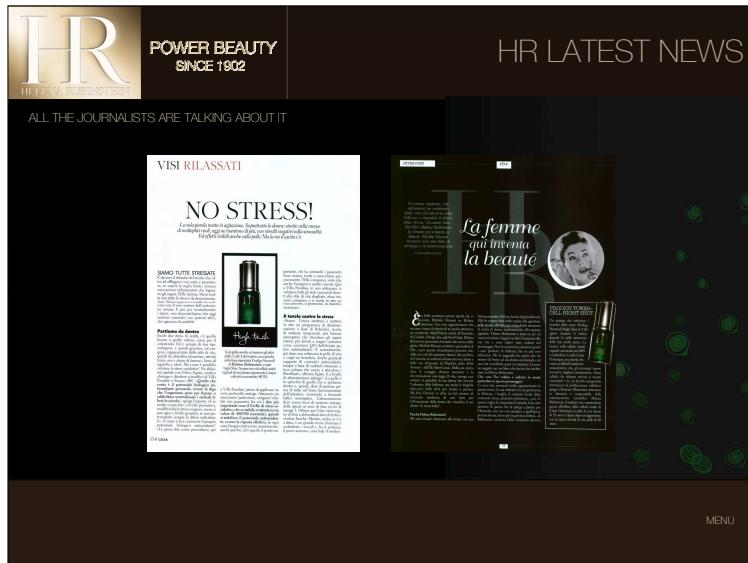
Comments

Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news



Trainer's guide

Sequence 8 : HR News

Tool : slideshow

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Comments



Comments

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Comments

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POWER BEAUTY
SINCE 1902

ALL THE JOURNALISTS ARE TALKING ABOUT IT



HR LATEST NEWS

Comments

Trainer's guide

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HR LATEST NEWS



IN THE PRESS

MENU

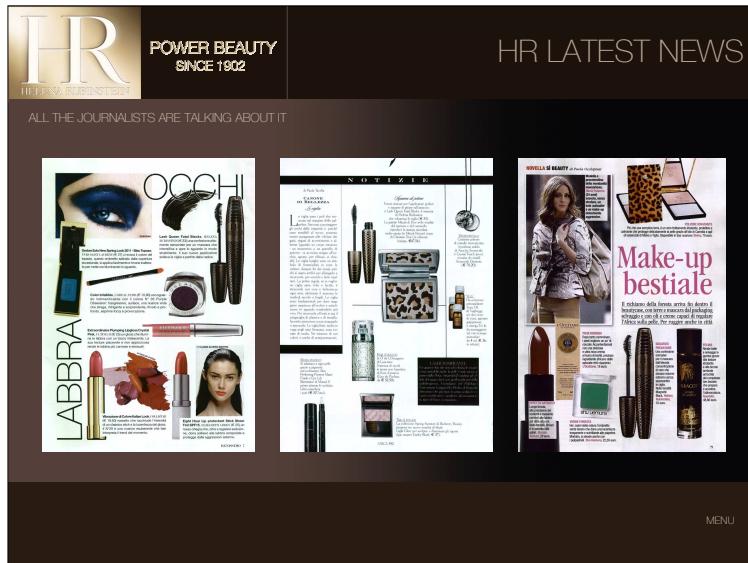
Trainer's guide

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The screenshot shows the HR Latest News website. The top navigation bar features the HR logo, the text 'POWER BEAUTY SINCE 1902', and the tagline 'ALL THE JOURNALISTS ARE TALKING ABOUT IT'. Below the navigation is a large image of a woman's eye with blue eyeshadow, labeled 'OCCHI'. To the left of the eye is a section titled 'LABBRA' showing a red lipstick and a woman's face. To the right of the eye are several makeup products. The main content area is titled 'HR LATEST NEWS' and contains several news articles with images and text. One article is titled 'Make-up bestiale' and features a woman with a leopard print makeup look. The bottom right of the page has a 'MENU' link.

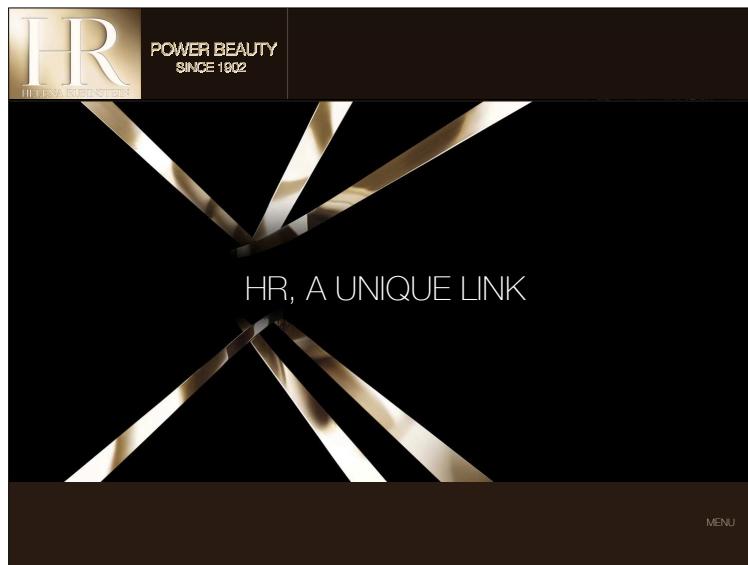
Trainer's guide

Sequence 8 : HR News

Tool : slideshow

Objective : share the latest brand news

Comments



Trainer's guide

Sequence 9 : End of the training day

Tool : interaction

Objective : keep "one image" of the day



16h45

Comments

In smaller groups, the facilitator asks participants: "if there was one image/object you could keep from this HR day, what would it be?"

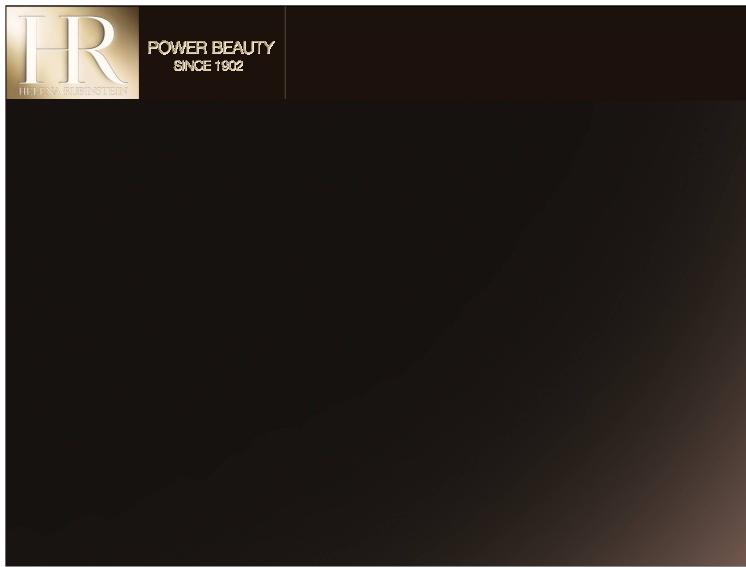
In smaller groups, participants present their "HR table" with the help of various elements (products, photos, objects, techniques...) and take a group photo.

The facilitator can do this in several different ways:

- digital camera, and then take down participants' email address in order to send it to them
- digital camera and then giving the participants a HR USB stick with the photos
- participant's phone/digital camera...



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Comments

